



THE World's finest Sandalwood—Santalum Album (Linné)—is grown in the State of Mysore. The Oil richest in Santalol comes from the Heart-wood, and nothing but selected Heart-wood is used for the production of MYSORE OIL.

This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

It is definite economy to use genuine Mysore Oil. Substitutes and imitations in the long run cost more. Do not merely specify "Sandalwood Oil U. S. P." but insist upon Mysore Oil.

Distilled at our Linden, N. J. plant and offered only in original sealed and numbered containers.

Sole Agents for the United States W. J. BUSH & CO., Inc., New York

Sole Agents for Canada W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada



W. J. BUSH & CO.

INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

NEW YORK, N. Y.

London

Mitcham

Messina

Grasse

GEORGE LUEDERS & ...

427-429 WASHINGTON ST., NEW YORK

factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

Established 1885

OIL of ORRIS

Concrete Liquid Resinous

Full strength and of superb aroma. Of our own manufacture and available at interesting figures. We employ only the finest selection of Florentine Orris Root.



TONQUIN MUSK

FROM CHINA

CIVET SPECIAL

FROM ETHIOPIA

AS NOVELTIES

very desirable in the making of heavy, or Oriental type perfumes, we recommend

OIL of OLIBANUM OIL of OPOPONAX

Both products of our factory.

Sole Agents for

CAMILLI, ALBERT & LALOUE
GRASSE FRANCE

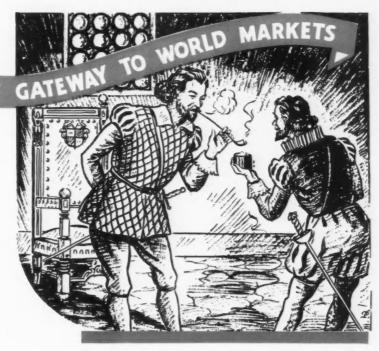
Manufacturers of the famous

MAXIMAROMES

The World's Finest Natural Flower Essences

SAMPLING ...

It all started from a SAMPLE of Tobacco...



N insignificant sample of tobacco—brought back to England from Virginia in 1585 by Sir Francis Drake, and introduced for pipe smoking among Elizabethan courtiers by Sir Walter Raleigh—rapidly won the entire civilized world. From a trifling SAMPLE, tobacco production today approximates 4,000,000,000 pounds annually:

The art of SAMPLING has grown in importance through the centuries. In modern fields of merchandising, in carrying sampled and packaged articles to the markets of the nation, Kimble Glass Vials play a mighty important role. Manufacturers of perfume and powders, laxatives and liniments, chemicals and cosmetics, find Kimble Vials to be ideal sampling agents and miniature show-windows to capture the fancy and preference of the shopping public—of dealers and jobbers—of medical and research men. Through well-planned sampling and attractive packaging in colorfully labelled and closured Kimble Vials, sales resistance dwindles, new interest is awakened, and valuable new profits are realized.

No sampling problem or packaging program can afford to overlook Kimble Glass Vials and their unlimited possibilities. Consult Kimble today and see how easy it is to adapt these strong, retempered, remarkably convenient vials to meet your specific requirements.



The Visible Guarantee of Invisible Quality

KIMBLE GLASS COMPANY ... VINELAND, N. J.
NEW YORK .. CHICAGO .. PHILADELPHIA .. DETROIT .. BOSTON

September, 1937

3

"These are my Jewels"

With the feeling that there can be no better evidence of the service we aim to render to our patrons, we enumerate below the outstanding firms we represent.

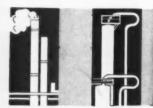




English Precipitated Chalk U.S.P.

Extra Light

Dense



THE ATLANTIC REFINING CO.

PHILADELPHIA · PA. 260 South Broad Street

PETROLEUM PRODUCTS

White Mineral Oils U. S. P. for pharmaceutical use.
Technical for cosmetic uses.
All gravities, all viscosities.

THEODOR LEONHARD WAX Co

ESTRBLISHED 1852

HALEDON · PATERSON · N. J.

BLEACHERS & REFINERS OF BEES-WAX

White Bleached Bees-Wax
T. L. Brand

Extra Quality - U. S. P. and 100% Pure

THURSTON BRAIDICH

NEW YORK

SPECIALTIES:

Gum Arabic - Gum Karaya Gum Tragacanth Vanilla Beans - Tonka Beans

COWING COMPANY

Manufacturers of Stearic Acid
Saponification Process

LACO PRODUCTS INC.

MANUFACTURERS AND IMPORTERS

Castile Soap "Laco" Powdered - Granular - Bars



SIERRA TALC CO

Sierra Talcs approximate the ideal chemically and physically - and excel in uniformity of milling and color.

COLGATE - PALMOLIVE - PEET CO.

Executive Offices - 105 Hudson Street

GLYCERINE

Chemically Pure U. S. P. - Dynamite

A. C. INCORPORATED

219 E. NORTH WATER ST. CHICAGO ILL.

Our ASEPTIPUFS are permanently antiseptic

These powder puffs are not to be confused with so-called sterilized puffs—for sterilization is only a temporary condition, ineffective with first use of the puff.

Our velours and wools are treated with antiseptics when manufactured. The puff remains antiseptic throughout its life, or until washed. The inhibitory action is constant—always on the job battling Bacteria, protecting the reputation of your cosmetics. • WRITE TODAY for literature and samples.

ASEPTIPUFS always sanitary (Of course the unusual attractiveness of our powder puffs has also helped to make them so outstandingly popular.)

COMPACTS

ROUGE and POWDER (More than 150 tints)

LIPSTICKS (All indelible shades—consistencies a la mode)

CREAM ROUGE (All shades)

EYE SHADOW (All shades)

EYEBROW PENCILS

WATERPROOF MASCARAS

All our products guaranteed for chemical purity. For your further protection, Products Liability Insurance carried.

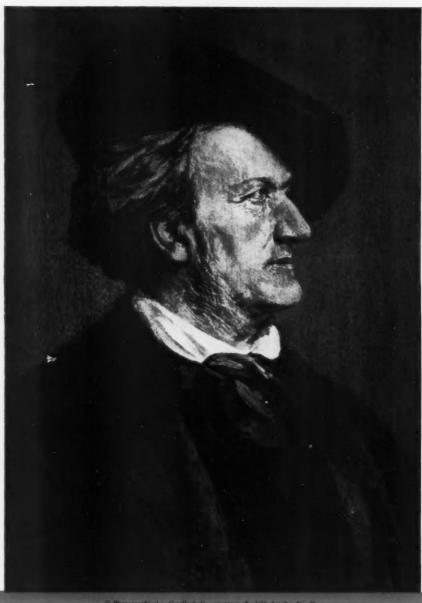
OXZYN COMPANY .

ORIGINATORS OF NATURAL ROUGES

IN BUSINESS SINCE 1877

NEW JERSEY OFFICE: 257 Cornelison Ave., Jersey City CANADIAN OFFICE: 2109 Ottawa St., Walkerville, Ont.

> Telephone Calls Originating in New York will be accommodated through REctor 2-8360. In Jersey City Phone Delaware 3-2560.



Richard Wagner, from the portrait by Franz Lenbach

van Ameringen-Haebler, Inc.

315 FOURTH AVENUE, NEW YORK CITY

FACTORY, ELIZABETH, NEW JERSEY

CHICAGO

LOS ANGELES

SAN FRANCISCO

TORONTO

SEATTLE

PORTLAND ATLANTA SALT LAKE CITY

Rich

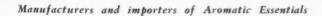
RICHARD WAGNER

Rich in musical genius. Rich in dramatic ability. And he shares his wealth with the world in such superb works as Ring of the Nibelungen, Lohengrin, Tannhäuser, Tristan und Isolde. He dominated the ensemble of text, music, action and scene with dramatic fitness.

And dramatic fitness is the sixth sense of every inspired Master Perfumer. This sense guides the artist's choice of oils and essences, blends them into odeurs that are distinctive and original.

Here, at van Ameringen-Haebler, you will find a staff of Master Perfumers long recognized for the beauty of their creations. Each man is rich with talent, training and experience in his art.

The van Ameringen-Haebler, staff is at the service of manufacturers who seek individual, dramatic odors . . . new classics in the art of perfuming.



Perfume Specialties

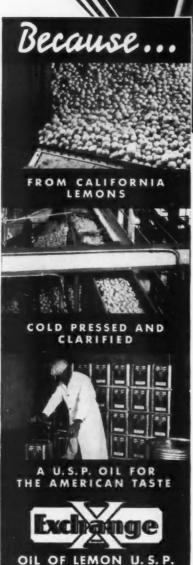
Flavors

Aromatic Chemicals

Essential Oils



OVER TWICE AS POPULAR as all other Lemon Oils Combined!





by More than 2 to 1 in 1936 — And is making New Sales Records for 1937

HIGH quality and right price have made Exchange Brand Oil of Lemon, U. S. P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U.S.P. (Clarified).

Sold to the American market exclusively by

FRITZSCHE BROTHERS, INC.
76 NINTH AVENUE, NEW YORK, N. Y.
180 VARICK STREET, NEW YORK, N. Y.

Distributors for CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS COMPANY, Corona, California
Copr., 1936, California Fruit Growers Exchange, Products Dept.

■ BOUQUETS

CUSTOMER who has been purchasing from us for thirty years or more tells us frankly that he can get better prices elsewhere but he adds that we will continue to get all of his business because then he can be sure he is getting the best!

One of our largest customers expresses his satisfaction in this way:

"... you are to be congratulated upon the service you have given us over a period of several years. We have never had better service or more prompt shipments from any source."

Still another customer of long standing writes:

"... the lightning-like service came as no surprise because you have taught us to depend absolutely upon Fritzsche Brothers."

All unsolicited, they're simple, friendly and sincere. Yes, we are proud of such bouquets!

FRITZSCHE BROTHERS, Inc.



FRESHEN ITS 1

ROM the fragrant orange blossom comes one of the perfumer's most useful odors. Valued highly for its diffusiveness, it imparts a "lift" and freshness of character indispensable to the finished composition. In fulfilling this purpose the orange flower note finds limitless application. It enjoys particular favor, however, in high grade compounds of flowery or oriental character and in the popular "outdoor" types of odors currently in vogue.

FRAGRANCE...ENLIVEN ITS APPEAL with ORANGE FLOWERS TERPENELESS

FTENTIMES a product's subtlest nicety provides its greatest appeal. That is especially true of perfume and cosmetic preparations in which nicety of fragrance plays a dominant role. To achieve this elusive quality, many perfumers now employ FRITZBRO ORANGE FLOWERS TERPENELESS as a finishing note in some of their most successful compositions.

This delightful synthetic is a faithful reproduction of the natural French oils produced by volatile solvent extraction. Possessing great strength and persistence, it enables the perfumer to produce the most delicate and lasting tonalities without additional blending or fortification. Removal of the terpenes renders it more soluble than the ordinary synthetic oil of orange flowers. It may be used, therefore, to greater advantage and with better effect in extracts, lotions, toilet waters, hair preparations and other products where solubility in low proof alcohol is a requisite.

We commend this exhilarating floral synthetic as one that will freshen your product's fragrance and enliven its appeal. Samples and details of its application will be furnished upon request.

"Fragrance Creates Sales Appeal"



Proprietors of PARFUMERIES de SEILLANS Seillans, France FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada 118 WEST OHIO ST.

Offering GENUINE ANIMAL FIXATIVES of Choicest Selection

T IS in the finest perfume compositions that genuine animal fixatives are most needed. By reason of this fact we are even more meticulous in our selection of these crude materials than would otherwise be necessary. Scarcity, too, takes a hand in emphasizing this need for caution. Our stocks, therefore, though somewhat limited, are of unexcelled quality. With the prospect of rising prices imminent, we believe it advisable for those who can anticipate their future needs to reserve their requirements now.

AMBERGRIS, GRAY, FINEST . . . CIVET, ABYSSINIAN, I, GENUINE CASTOREUM, CANADIAN . . . MUSK, TONQUIN, I, IN GRAINS

- Also -

ABSOLUTE CASTOREUM, F.B.

(One pound represents two pounds best quality Beaver Castors)

ABSOLUTE CIVET, F.B.

(One pound represents two pounds finest Abyssinian Civet)

These Absolutes contain all of the oderiferous matter in the crude material, are clearly and instantaneously soluble in high proof alcohol. They offer the quickest, least troublesome and least wasteful method of producing standard perfumers tinctures.



FRITZSCHE BROTHERS, Inc.

Port Authority Commerce Bldg. 76 Ninth Ave., New York, N. Y.

Branches

ATLANTA, GA. 508 Standard Building

250 Stuart Stree

CHICAGO, ILL. 118 West Ohio Street

COLUMBUS, O. 21 East State Street

2018 Guinotte Avenue

NEW ORLEANS, LA. 813 Louisiana Building

PHILADELPHIA, PA. LOS 12 South 12th Street 8

LOS ANGELES, CAL. 816 West 8th Street

SAN FRANCISCO, CAL. 122 New Montgomery Street

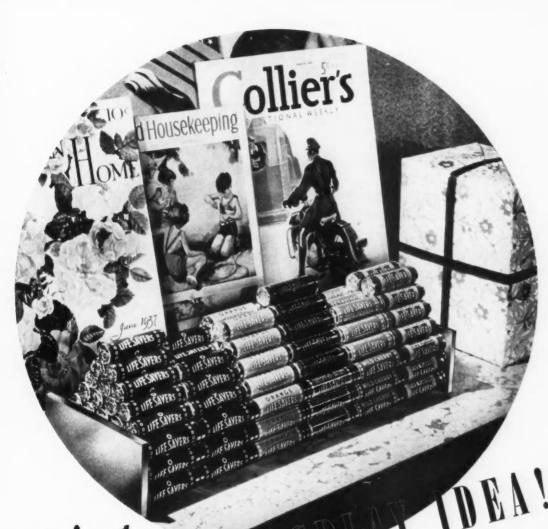
FRITZSCHE BROTHERS OF CANADA, Ltd.

77-79 Jarvis Street, TORONTO, CANADA

MEXICO

Mesones 24, MEXICO, D. F.

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE



PHAT TORA! Here's a TRICKY THE

One that gives a mass display effect—yet actually, the bottom three rows are metal, attractively lithographed in the same design as the paper wrappers on the candy. The display (shown in actual colors on the front cover) is light in weight and solves the problem of getting the product out in front ... and keep ing it there. It is just one of a wide variety of unusual displays manufactured by Canco. Do you want suggestions for your product?



AMERICAN CAN COMPANY 230 PARK AVENUE





Hand Blown

Carr-Lowrey is one of the few remaining glass plants in the country with a factory where bottles are made by hand. With years of experience in blowing bottles for the perfume trade, its skilled glass blowers have met the exacting requirements of many a famous house, kept up with modern trends, blown bottles considered impractical a few years ago.

Consider Carr-Lowrey when making your plans for the future. Avail yourself of its designing staff if you want a private mould, or inspect its modern stock designs.

Illustrated: No. 377 4 ounce, 10 dram 5 dram, 2 dram

CARR-LOWREY GLASS CO. Factory and Main Office: BALTIMORE, MD.

NEW YORK OFFICE: 500 FIFTH AVE., Boom 1427, Telephone: CHickering 4-0592 CHICAGO OFFICE: 1502 MERCHANDISE MART, Telephone: WHitehall 4526



based on the natural product, the result of an esclusive Schimmel method. It is used by many discriminating houses who demand consistent uniformity in bouquet and strength. Schimmel Rose Otto is a thoroughly satisfactory substitute for the genuine oil achieved through years of continuous research such as only Schimmel laboratories provide.

SCHIMMEL & CO., INC.

601 WEST 26th STREET, NEW YORK, N. Y.





TALCUM CAPS-Plain&Knurled



SCREW CAPS



CONCEALED THREAD CAPS



MISCELLANEOUS-



Improve

THE APPEARANCE OF YOUR PACK-AGE with an attractive serviceable stock or specially designed



For perfumes, talcum and tooth powder, bath salts, lotions, etc.
Furnished in a variety of designs in fancy metal—plain brass—aluminum—brass nickel plated—nickel silver—stainless steel... Enameled caps, all colors.
Our "Negative Finish" resists acids, alkalies and alcohol.

Samples and prices on request.

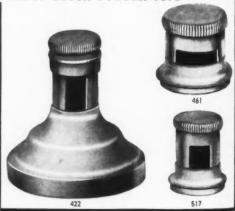
BRASS GOODS

MANUFACTURING CO. 345 ELDERT STREET BROOKLYN, N. Y. Phone: Foxcroft 9-3900

TWO PIECE BALL CAPS

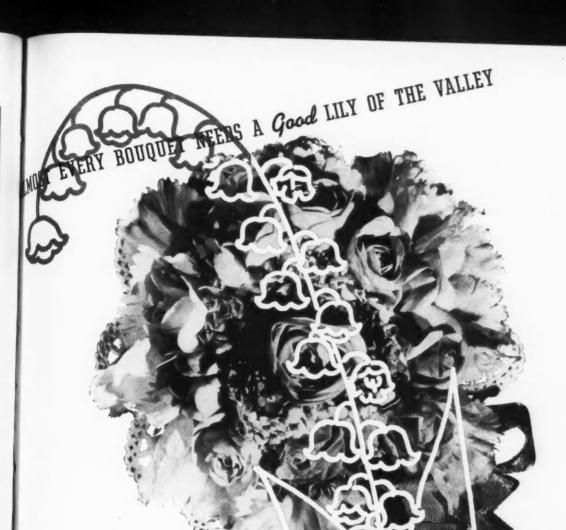


PULL-UP TOOTH POWDER TOPS



CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round Square, Oval, Slotted).



Here it is:

the newest treation of the fourse of Verley

An exceptionally fine Lily of the Valley in its own right (a point to be remembered when the 1938 leason for Spring flowers rolls around), Myonal Summ's is important for any bouquet where true flowery character is desired. From the very inception until with a delicate note that reminds of e of the fresh Lily of the Valley blossom. If you are creating a fancy bouquet composition, a working sample of My nal Shmmus will give you new

ALBERT VERLEY, INC., D. A. Bennett, Pr. sid at, 1621 Carroll Ave., Chicago, III. 114 East 25th Street, New York

TH. MUHLETHALER S.A.

NYON

Manufacturers of

HIGH GRADE PERFUMERY RAW MATERIALS for the

SOAP, PERFUMERY & COSMETIC INDUSTRY

PLEASE ASK FOR SAMPLES OF OUR LATEST CREATIONS

LILY OF THE VALLEY

LILAC • FOUGERE • CHYPRE • ROSE • VIOLET

From our representatives for the United States and Canada

ORBIS PRODUCTS CORPORATION
215 PEARL STREET NEW YORK CITY, N. Y.



SWINDELL BROS. . BALTIMORE . NEW YORK When you think of Bottles, think of

Swindell

HELFRICH USES MODERN REFRIGERATION

equipment in the manufacture of Perfumes, Eau de Colognes and Toilet Waters (in bulk or packaged.) Refrigeration insures crystal clear products in all seasons—free from cloudiness, free from sediment—for it maintains ingredients and compounds at the same ideal temperature and consistency every day of the year. This is only one of the many important and rigid precautions we take to deliver uniform quality in each shipment of Helfrich cosmetics and toilet preparations.

ELFRICH

We make private brand cosmetics exclusively. We do not compete with those we serve.

ROUGE COMPACTS • CREME ROUGE EYE SHADOW • FACE POWDER POWDER COMPACTS • COSMETIQUE

HELFRICH LABORATORIES
564-570 West Monroe Street CHICAGO

HELFRICH LABS. OF N. Y. INC. 30-34 West 26th Street NEW YORK

HELFRICH LABS. OF CANADA, LTD.
690 King Street, West
TORONTO, ONTARIO, CANADA

Cable Address: Helflabs, New York-Chicago-Toronto

BALDWIN & BALDWIN, 819 Santee Street, Los Angeles, Calif. CHARLES H. CURRY, 420 Market Street, San Francisco, Calif. HERBERT F. CROEN, 82 Pryor St., S.W., P. O. Box 907, Atlanta, Ga.

THIS MODERN EQUIPMENT AIDS AN ANCIENT ART

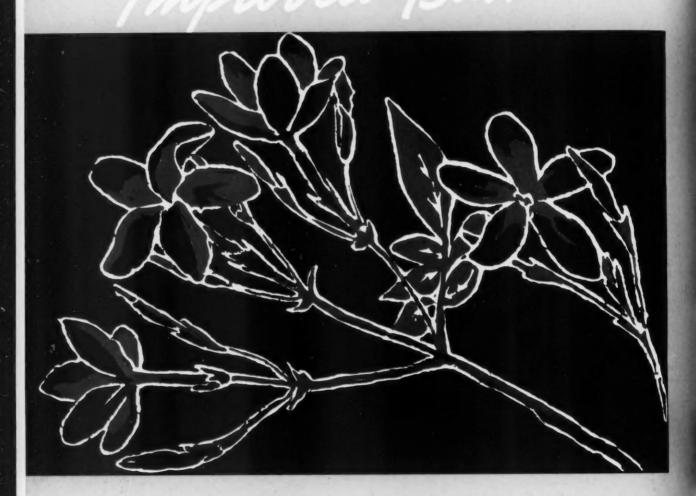
CODAY large scale production of aromatics is an exact science, and with every step forward in aromatic chemistry new standards of quality are given to the art of perfume and cosmetic manufacture. At Givaudan's modern plant, large scale vacuum distillations are carried out with exacting precision in huge tall-column stills such as those

illustrated here. With specially built equipment like this Givaudan is making available not only superior materials but an ever-widening variety of products that contribute to greater efficiency in the toilet goods industry.

DELAWANNA, INC.

80 FIFTH AVENUE, NEW YORK, N. Y.

• USERS OF AMYL CINNAMIC ALDEHYDE WILL WELCOME GIVAUDAN'S



As a result of intensive research Givaudan is now producing an improved Buxine (Amyl Cinnamic Aldehyde), a Buxine that will give you the finest results that can be obtained in perfume bases.

Users of this product will find that this new Buxine measures up to the highest standards of purity and uniformity. Why not take advantage of this improvement now? Samples will be sent promptly on request.

DELAWANNA. INC.

80 FIFTH AVENUE, NEW YORK, N. Y.

Branches: Philadelphia, Los Angeles, Cincinnati, Detroit, Dallas. Baltimore, Chicago, San Francisco, Seattle, Montreal, Havana.

COME RUNNING WHEN YOU RING THE BELL WITH AN

בוענועונונונורוי

Salespackage

The Classic Oblong (Design Patent No. 94824) is available in 1/2, 1, 2, 3, 4, 6, 7, 8, 12, 16, 24 and 32 oz. capacities.

"Last one in's a sissy"...it's the philosophy of children the world over. But it's the power of the bell that really brings them running. Owens-Illinois Salespackages ring the bell that brings sales in. The practical and smart design-plus the attractive label and closurecombine to make a package that commands attention. The package has a definite relation to salesthat's why it is important to come to Salespackage Headquarters with all your packaging problems. Owens-Illinois Glass Company, Toledo, O. Sales offices in most principal cities.



The PORT METAL GOODS ESTABLISHED 1909

MFG. CO.

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES . ROUGE CASES . PASTE ROUGE CONTAINERS LIPSTICK HOLDERS . EYEBROW PENCIL HOLDERS . BOTTLE CAPS . JAR CAPS

Amber Synthetic 15 A

An excellent fixative and sweetener for perfumes of the better kind.

Rose Aldehyde F

This specialty has been one of Parento's outstanding products for many years.

Minute quantities of it will add a remarkably distinctive note to your Rose and Lily compositions.

Compagnie Parento,

Executive Offices and Laboratories CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT LOS ANGELES.
SAN FRANCISCO SEATTLE PORTLAND, ORE.
COLOMBES, FRANCE LONDON, ENGLAND.

RENTO

PA

Ħ

ENT

PA

RENTO

שי

A

ENTO

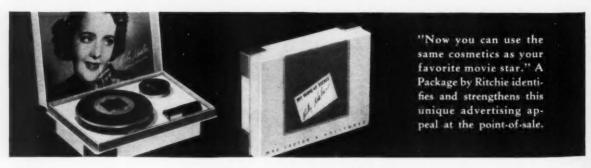
"Ritchie Has 71 YEARS of Packaging Experience"



tiresome hearing a lot of "biggest, oldest and best" six days a week.

But consider what Ritchie's 71 years of experience in designing and manufacturing packages for leaders in nearly all fields really means. It means that Ritchie knows markets. Knows the packaging factors important in these markets. Knows what dealers want - the preferences of consumers. Knows the sales and merchandising problems of the manufacturers. It means that by applying this knowledge that only experience gives Ritchie is better able to manufacture Packages that Sell!

We'll be glad to show you how Ritchie's size, experience and versatility can be important factors in improving your package - manufacturing it faster and more economically - making it do a better selling job for your product.



Set-up Paper Boxes - Fibre Cans

W. C. RITCHIE AND COMPANY • 8845 BALTIMORE AVENUE • CHICAGO

NEW YORK PHILADELPHIA DETROIT CINCINNATI LOS ANGELES ST. LOUIS MINNEAPOLIS FT. WAYNE

Latest Paris Creations

Perfume Bases which have proved their worth because of present and past successes. Bases which will be incorporated in the perfumes of tomorrow.

JUCHTEN — A medium compound of the masculine type. This is the modern trend in perfumes.

GARDENIA 9004 — Has been very successful for the last few years.

AZURIOL 9058 — An old time perfume which will always have wide appeal.

AMBRE LIQUID 9123 — Unique, original and interesting. Used as a base in successful perfumes now on the market.

DELPHIA — A specialty of Jasmin character. Widely used by perfumers as a fortifier.

M O 5787 — An Oak Moss Base for Chypre, etc. OPOPONAX 9033 — One of the finest of its type on the market.

CREPE - A perfume of outstanding merit.

AMOR — OR — NUIT NOIR — ISTAMBUL — Perfumes of proven market success.

Samples on request

GENERAL DRUG COMPANY

179 Yarish St., New York - Transportation Bidg., Lan Register, Cal. 5220 West Medium St., Chicago, W., 267 Chicago St., Wart Mindred Co. AROMATICS

Agfa

DIVISION

ORDERS KEEP POURING IN

for this IMPORTANT and ESSENTIAL book

COSMETIC DERMATOLOGY

by HERMAN GOODMAN, M. D. with a foreword by S. L. MAYHAM Editor, The American Perfumer, 591 pages, 6 x 9, \$6.50

HAVE YOU ORDERED YOUR COPY OF THIS VALUABLE BOOK? IT GIVES YOU:

1. Dictionary of Ingredients. 260 official and 190 unofficial drugs used in cosmetics and therapeutic (other than perfumery). Name, action and purpose in dermato-cosmetics, synonyms, common trade names, source, physical characteristics, solubilities, incompatibilities, etc.

2. 54 chapters covering field of Cosmetic Dermatology from acne to vitamins and hormones. Frankly discusses the problems and special features of the topics together with definite suggestions for improvement.

3. Formulary of more than 1200 cosmetic preparations. Prepared and shelf-tested under the author's supervision. Distinguished by rational physiology, consistent chemistry, usefulness, and appearance.

- * delimits non-medical from medical functions
- ★ fully indexed and cross-referenced
- ★ more than a recipe book; gives the what, why, and how of better cosmetic preparation
- * dispels the notion that formulas found in print are "no good"

EXAMINE THIS NEW BOOK TEN DAYS ON APPROVAL SEND THIS COUPON

Book Dep Send me G																				. 1	10	da
I will send	\$6.50,	plus	a f	ew :	cen	ts																
Name								 		 							 		 			
Address								 ٠.		 		P	o:	sít	lo	n.	 		 		٠.	
City and	State	e					 	 	. ,	 	. (01	ny	aı	ıy		 	 	 			



Partial list of subjects covered:

Acne and Facial Blemishes Astringents Baldness Bleach Clavs Cleansing Lotions Cold Cream Corns, Calluses, and Warts Depilatory Eye Preparations Face Powder and Rouge Hair Dveing Head and Body Lice Lip Preparations Nail Preparations **Oral Preparations** Permanent-wave Preparations Deodorants Poison Ivv Reducing Agents; Action on the Skin Ringworm Shaving Sunburn and Sun Tan Tissue Cream

Vanishing Creams Vitamins and Hormones Cosmetic Colors Outline of Perfumery Weights and Measures



For Shaving Creams

Fougere N. W. C. ... \$4.50 lb. Floral Bouquet P. F. . \$7.00 lb.

For Shaving Lotions

Rejuvol L. D... \$7.50 lb. Scotch Heather No. 362 \$4.25 lb.





For Deodorants

Deodorant G. B. E. ... \$7.00 lb. Fougere N. W. C. ... \$4.50 lb.

For Hair Preparations

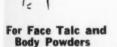
For Tonics-Pombril H. \$5.50 lb. For Dressing Aloha No. 35 \$3,75 lb.



Pomodor G. B. \$1.50 lb.

For Cologne

Cologne F. No. 45. \$14.00 lb.
An exceptional fresh,
clean, outdoor fragrance.
Canton No. 3.....\$15.00 lb. Canton No. 3. \$15.00 lb.
Unusually refreshing.



Carnetta No. 294. ...\$3,50 lb. Scotch Heather No. 362 \$4.25 lb.

Powderol C. R. \$11.00 lb.



selling toiletries

Today, a vast majority of men realize the importance, socially and in business, of a smart, trim appearance, tidy hands, a smooth face and well-kept hair. They like toiletries not only that help them accomplish this . . . but especially those that express real masculinity through proper fragrance.

To help you, the manufacturer of men's toiletries, capitalize on this important market, the Felton Chemical Company, Inc. offers a carefully created line of perfumes of the masculine type.

HEMICAL CO., INC.

WRITE FOR SAMPLES NOW!

603 JOHNSON AVENUE, BROOKLYN, N. Y. . Manufacturers of Aromatic Chemicals, Natural Derivatives, Perfume Oils, Artificial Flower and Flavor Oils . Executive Offices and Factory: 603 Johnson Ave., Brooklyn, N. Y. Boston, Mass, 80 Boylston Street-Philadelphia, Pa., 200 South 12th Street-Sandusky, Ohio, 1408 West Market Street-Chicago, Ill., 1200 North Ashland Avenue-St. Louis, Mo., 245 Union Boulevard-New Orleans, La., Balter Building-San Francisco, Calif., 512 Washington Street-Los Angeles, Calif., 515 South Fairfax Avenue.



in the house you trade with is an ALL-IMPORTANT factor

when you purchase finished perfume bases. The reputation of your company and its products is at stake—for each shipment you sell must be of unvarying uniformity in quality, in odor value. When you trade with "D & O" you get what you specify—on first and on repeat deliveries.

D & O PERFUME BASES are the result of specialized research and development by skilled perfume technicians. There is a "D & O" PERFUME BASE for your every odor and price requirement. Our service is also unexcelled for those who want special formulas created for their exclusive use.

these unusual
"D & O" ODORS?

ARBUTUS 4982...perfumes, face powders...\$16 lb. CERULEAN 7728.....for all purposes....\$10 lb. GARDENIA 7692...perfumes, face powders...\$8 lb. HEATHER 7879.....for all purposes....\$10 lb.



DODGE&

180 VARICK ST., NEW YORK, N. Y.



These oils, famous for high quality and uniformity for over a century, are marketed by W. SANDERSON & SONS (Messina, Sicily—Founded 1817).

OIL LEMON · OIL BERGAMOT
OIL ORANGE BITTER · OIL ORANGE SWEET
OIL MANDARIN

Prompt deliveries are made from the New York stocks of DODGE & OLCOTT COMPANY, our sole American and Canadian Distributors.

OLCOTT COMPANY

BRANCHES:

PHILADELPHIA 503 Arch St. BOSTON 232 Milk St.

CHICAGO 178 No. Wacker Drive ST. LOUIS 15 So. 4th St. LOS ANGELES 923 E. 3rd St.

A SQUARE SINGLE VANITY



ILLUSTRATED are three views of a standard Scovill square single vanity. The style shown is a loose-powder type but the same container is available for compact powder.

Relatively thin, this square design with rounded corners fits comfortably into the hand and yet displays to good advantage. FE

Made on standard tools, these cases are available on medium-size orders. With special stamping dies, the cover can be embossed or incised to individualize the box and thus match the other items in your line. Polished brass, satin finish, or plated finishes can be furnished either alone or in combination with enamel finishes or enamel fills.

Mascara boxes, double compacts and double rouge and loose-powder boxes in matching construction are available on the same basis.

If your requirements call for rouge boxes, lipsticks or eyebrow-pencil containers, vanity cases, mascara or eyeshadow boxes in medium or large quantities, Scovill's facilities will be well worth investigating.

A letter to Waterbury or to any Scovill sales office, or in Canada to the Toronto Plant, will bring you complete information.



SCOVILL MANUFACTURING COMPANY

Boston · Providence · New York · Philadelphia · Lynchburg, Va. · Syracuse · Pittsburgh · Detroit
Chicago · Cincinnati · San Francisco · Los Angeles · IN CANADA: 334 King Street, East, Toronto, Ontario



S. L. MAYHAM, Editor HARLAND J. WRIGHT, Publisher WILLIAM LAMBERT, Adv. Mgr. Felix J. Belair, Jr. Washington Bureau Mary Lee Goodman, Assistant Editor E. Leonard Koppel, Art Director

CONTENTS • SEPTEMBER • 1937

In The Headlines	29
WHAT ABOUT FAIR TRADE?, by Mark Merrell	31
The Blackboard, by Donald S. Cowling	52
A SEEDSMAN SELLS PERFUMES, by R. M. Carleton	55
New Packages, by Mary Lee Goodman	35
FROM STOCK BOTTLE TO DISTINCTIVE PACKAGE, by Ruth Hooper Larisson	38
THE CHEMISTRY OF OIL OF BITTER ALMOND, by Victor George Fourman	41
Editorials	45
ABSORPTION BASES AND THEIR USES, by H. Janistyn	45
CREAM MANUFACTURE, by Dr. Fred Winter	47
NEW PRODUCTS AND RESTYLED ITEMS, by Ralph H. Auch	49
Desiderata, by Maison G. de Navarre	51
The Pendulum, by Edna Colladay Pierce	52
Q. & A.	54
News and Events	55
CANADIAN NEWS AND NOTES	66
Market Report and Prices	68
PATENT AND TRADE MARK DEPARTMENT	93

A ROBBINS PUBLICATION

Published monthly by The Robbins Perfumer Company, Inc., 9 East 38th Street, New York; Telephone CAledonia 5-9770; Cables: American Perfumer, New York; Codes ABC 5th Edition; J. H. Moore, President and Treasurer; Harland J. Wright, Vice President; F. C. Kendall, Secretary; R. F. Rogers, Representative; Harry J. Hoole, Representative, 1370 Peoples Gas Bldg., Chicago, Harrison 5858; Business Publications Bureau, Representative, 4814 Loma Vista Ave., Los Angeles. The Robbins Perfumer Co. is owned and operated by The Robbins Publishing Co.; J. H. Moore, President and Treasurer. Subscription Rates, Payable in advance: United States \$3.00 a year; Canada \$3.00; Foreign \$4.00. Single Copies 30c. Volume Thirty-five: Number Three. Copyright 1937. Robbins Perfumer Co., Inc.



IF YOU were going to bring out a new product . . .

IF YOU were going to pack it in collapsible tubes . . .

IF YOU didn't have a brother-in-law making tubes . . .

WOULDN'T YOU find out what kind the leading tube users buy . . .

WOULDN'T YOU agree they ought to know which tubes are best . . .

WOULDN'T YOU ask the maker of their tubes for samples and prices?

Here's the address: Aluminum Company of America, 2170 Gulf Bldg., Pittsburgh, Pa.



ALCOA ALUMINUM TUBES



In which the Publisher comments briefly on some of the important news events of the day and other things that interest him.

CHITURE AND COSMETICS

We are becoming a more cultured nation. No doubt about it. Toilet preparations and cosmetics sales prove it. Each year, the percentage of houses with bathrooms rises. As facilities are extended, the rural population adds the bathroom. Every bathroom accumulates its quota of soap, dentifrices, etc., and more frequent use is encouraged.

The automobile discouraged dress—at first. It was smart to wear out-doorish clothes and caps.

But the car took people places. The farmers got to town. The villagers got to cities. And they saw other people in larger places better dressed, better mannered, and with more culture. And now we see "culture" spreading in terms of purchases of cosmetics and toilet preparations.

Each year has witnessed an increase in the "culture" of the socalled lower classes. It's the yearning to lift oneself.

Twould really seem as though the sound worthwhile elements in the industry are founded upon (and will grow because of) the inherent human desire to "be somebody."

MILLER-TYDINGS (Capper-Kelly)

The forty-odd states are now implemented. Shades of Capper-Kelly!! Manufacturers are now free from operation of the Federal Anti-Trust laws in entering into resale price contracts in states which permit such contracts — 42 in number at this writing.

Retail price maintenance is now with us. Prices of national brands will be stabilized. Just what this blessing will bring ultimately is now in a fair way to be demonstrated.

With protection of national brand prices established, stores may go to town on private brands for their cutprice leaders. A new phase of merchandising history is in the making. It's mighty interesting.

It gives local newspapers a break. They may look for increased local advertising. Again, national brands may be expected to increase expenditures.

IN THE RIGHT DIRECTION

Prices generally are up. New price rises are announced daily. Costs must be met. Increased taxes and higher labor costs have to be passed on to the consumer.

Normally, price rises spur buying. It looks as though a recovery is proceeding firmly toward more normal conditions in spite of new elements operating in our political life. And better prices all around should create confidence. This is justifiable, provided at the same time we make progress towards a balanced national budget. Such is the avowed purpose of the administration. More power to the purpose—and may it soon be evident in practice.

INSTITUTIONAL

If my memory serves, Mr. Gordon Selfridge withdrew from Marshall Field & Co. and purchased a department store on State St. (Schlesinger & Mayer) from two successful and estimable Jewish gentlemen, and then a year or so later sold it to seven Scotchmen (Carson, Pirie, Scott & Co.)—and made a profit.

Twenty years ago, he established Selfridge & Co., Ltd., in London and has built one of the world's outstanding commercial institutions. An American, invading the most conservative city of the world, he has become one of them—at a profit.

Note the top o'column, 9" single column, left outside ads by Callis-

thenes in *Tribune*, N. Y. (possibly others) giving opinions of this "House of Business" which reflect the policies of this Prince of Merchants, Gordon Selfridge.

Would there were more and many of him.

"—TO BE CONTINUED" CONGRESS

Outside of the Supreme Court battle and the President's appointment, the last session of Congress resulted in no legislation of outstanding assistance to sound recovery.

In effect, the session just terminated sets the stage for January, 1938, when Congress re-assembles. Then we may expect a real session with Congress taking some real initiative. The galleries will be crowded as the issues are fought out between elements in Congress which seem split on many policies and measures.

It's good to see important legislation debated—the country informed—and full import of proposed legislation weighed and appraised—before passed.

TOWARD GOOD TASTE

Raw fads often become fixed practice—due to the melting pot of refinement.

This industry has sponsored several, crude at first, and has seen them yield to good taste and become accepted items in toiletries.

That's the test of a new product—a new idea. No matter how novel, garish, or startling it may appear—in serving the intended purpose, can it eventually be "weathered," softened, blended, or what-not into the ensemble for milady in a manner which become good taste?

—Otherwise you have a fad and it will live only the short life of fads.



by CHUIT, NAEF & CIE

VIBRANT as sunshine and pulsating as the infusion of flowering blossoms with the Spring breeze—such is the effect of EXALTOLIDE on your perfume. EXALTOLIDE is the most highly developed, purest and strongest fixative body of a Musk-Ambergris character yet produced.

Perfume extracts, powders of any type, and creams daily are being improved and rounded by its aid, without change of odor character. A test will startle you! The value of Exaltolide is priceless—its use economical!

Your Descriptive Booklet Awaits



Photograph of Exaltolide crystals indicating the unique physical appearance of the Chuit Naef product. FIRMENICH & CO., IN

The American Perfumer · Cosmetics · Toilet Preparations

What About Fair Trade?

THE establishment of a workable system of resale price maintenance by the approval of the Tydings-Miller Act on August 17, is more welcomed by the cosmetic industry than by any other group of manufacturers. The great growth of this industry during the past two decades has been linked always with an effort of manufacturers, either individually or as groups, to obtain resale price maintenance through private or public means. Largely dependent on department store trade in urban centers for the initial and continuing distribution of the highpriced cosmetic lines, producers have constantly tried to keep their products out of cut-price stores or failing that to have the cut-price stores make exceptions by upholding prices. To obtain large national distribution, however, especially on cosmetic items not up in the higher price brackets, the producer has had to have wide consumer access through the drug stores. Fundamentally, the entry of the department stores into the drug and cosmetic business has been bitterly fought by the retail druggists. Today, the most active

MARK MERRELL, whose reputation in the cosmetic industry was firmly established during code days, tells in this article what the manufacturer faces in the Fair Trade Acts and the new Tydings-Miller enactment. While cosmetic producers are gratified at the passage of the latter measure, it is obvious from Mr. Merrell's constructive article that all will not be sweetness and light, especially during the current period of readjustment.—EDITOR.

opposition to resale price maintenance has been from the department store interests. The passage of 42 state fair trade laws and the Tydings-Miller Act enhances this previous antagonism of the two distributive groups and naturally the cosmetic producer in many instances will be placed in the embarrassing position of having to choose sides.

In the past by using consignment methods, by refusing to sell stores who cut prices and by various agency arrangements, larger companies and those making so-called "exclusive" lines, have been partially successful in drying up the sources of supply to cut-price stores. Through

demonstrators, PM's, and even outright bribes of extra advertising allowances or trade discounts, individual cut-price stores have been kept in line. Small dealers, though complaining over the price concessions given the department stores. played along in this situation as long as the larger distributors did not transfer their buying advantages into lower consumer prices. It is too soon to tell what effects the Robinson-Patman Act will have on these price concession methods of steadying prices in the individual store, but whatever this result, the need of special inducements will lessen as the resale contracts assume the direct job of price maintenance. Even in the hectic negotiations for the NRA code, when the industry was widely split on the question of banning PM's and demonstrators, there was complete agreement on the proposal to permit resale price contracts.

The aggressive tactics adopted recently by Macy to promote more openly their own brands, at the expense of nationally advertised products, is their natural reaction to the new price stabilization movement. How far Macy with its new subsidiary, Supremacy Products, Inc., will get in distributing Macy products through other department stores. along with their general attack on all products under price contracts, is hard to predict at this time. Nor can it be determined how many other department stores will follow the Macy pattern. However, it seems evident that, while cosmetic products are not subject to the direct substitution found in grocery and drug products and are bought mostly by women on a style appeal, the open antagonism of the department stores will take its toll on sales of cosmetic products that are under price con-

The problems connected with operating under price contracts to please the small druggists are even more perplexing. The movement is a distribution and not a producer's show. With nationally advertised goods producers are geared to operate nationally with price maintenance policies, but the new system is set up both legally and functionally along state lines. The federal enforcement agencies, while relieved of a whole segment of price maintenance that in the past commanded a good deal of attention, will probably clamp down on any attempt by a national group to bring uniform operation under state fair trade laws. The Federal Trade Commission and the Department of Justice, through this modification of their jurisdiction, receive practically a mandate to see that this new legalized price maintenance system stays both within state boundaries and within the letter of state and federal laws. The Tydings-Miller Act allows price contracts to flow across state lines providing the state in which the resale is to occur has a fair-trade law. It does not directly adopt such a federal price maintenance system as was provided in the old Capper-Kelly proposal. Coercive methods by state groups to negotiate price contracts is apt to get by federal scrutiny, but any similar attempt at a national group to bring uniform procedure throughout the fair trade states

would probably receive early federal attention. A national fair trade body, to be effective, would have to have considerable power.

If these federal obstacles did not (Continued on page 79)



PLEASANT CONNOTATIONS

Much loose talk about the ingredients making up the composition of treatment items in the past is being eliminated in these booming times of governmental suggestion.

"These creams, madame, are purely vegetable. Only the purest vegetable oils are used in their composition, and —. I beg your pardon? What vegetables? Why, — or, of course, what vegetables, — heh, heh, —heh—HELP!"

But we've all witnessed such painful scenes. It's all very well to generalize blandly in your conference room to people who draw their beans and jeans from the same source that you do-they're paid to believe in the moderately hazy reasons for the superiority of the product they're selling. If your chemists really believe that the exclusive use of grape oil and almond oil and palm oil make a better product than one including in its composition other ingredients not of the vegetable kingdom, why not give the world a peep at the reasons for your conviction?

At that, speaking now from the advertising office rather than from the laboratory, don't the words grape oil, palm oil, almon i oil, drop more mellifluously on the ear intent on news of beauty than a lot of general terms signifying nothing much in particular? Oils and unguents have always been associated with beauty, and now, with access to such pleasant oils as one expressed from grapeseed, for instance, why not

avail ourselves of this predilection and let our advertising copy express something of our conviction?

AN INFALLIBLE TIP

About this time last year we stood on the floor with a Crotchety Old Buyer we know, and watched a mob of wo men customers knocking each other about to get their money down on his counters. Perfumes, toilet waters, sets, kits,—all the heterogenous assortment of articles in a big toilet goods department were passing across the counter in a steady stream, to the accompaniment of the cash register's merry jingle.

But the C. O. B. shook his head. "It won't last," he said positively. "It can't. They'll be all bought out long before Christmas, and we'll have a bad season."

He was wrong, of course, as he usually is about almost everything. As soon as we finish this we're going down to see him, and there he'll be, glumly watching his department running up the biggest day so far this year. As soon as he spies us he'll begin to shake his head. "Doesn't mean a thing," he'll say. "They'll be all bought up and we won't have even a half way good Christmas."

And with that we'll dash out and double our commitments for holiday purchases. Such a prediction from this C. O. B. is the surest tip we know to lay our shirt on Santy Claus' nose. And on Christmas morning we'll get it back, trimmed with ermine.

A Seedsman Sells Perfumes

R. M. CARLETON, of Vaughans Seed Store in Chicago, started with the idea that "Women of Refinement Prefer Floral Perfumes". With this idea, he introduced a line of perfumes into one of America's largest seed stores. The success story which he tells in this article may well serve as an inspiration and guide to others who occasionally have "crazy ideas".



The perfume counter in Vaughan's Seed Store, which is banked with flowers at all times, backing up the store's slogan "Perfumes and Flowers are Natural Affinities".

ASK a hundred women where they think perfumes come from, and at least eight of them will tell you, "Why, from flowers, of course!" And it won't make much difference if you are talking about odors that are tagged with the name of specific flowers, or about bouquets which seem to have no predominantly floral note. To the average woman, flowers and perfumes are wellnigh synonymous.

It was because of this age-old association that I first thought of perfumes when we began to study side lines for our sixty-year-old retail seed store and florist shop located in downtown Chicago.

Side lines must be logical. Unless they do bear some logical relation to the principal commodities handled by a business, confusion arises in the minds of the trade that business serves. Instead of being a source of profit, illogical sidelines merely serve to decrease sales of the main line. This is true, of course,

only if they sell in volume—if not, side lines are merely an expense, and a complete nuisance!

My associates were aghast when I first broached the idea to them. They looked around carefully as though to assure themeslyes that no one had heard me. All sorts of arguments were advanced against bringing out a line of perfumes. It would take considerable valuable space to cite even the more logical of these, but to make a long story short, I weighed all these carefully, and then decided to try out my idea on a small scale. My first step was to try to learn something about perfumes and about the industry that produced them. I studied The American Perfumer, conning the ads carefully, digesting the reading matter, and gradually acquiring a working knowledge of the field.

I then made the rounds of department stores, studying their selling methods, their products, and their equipment. After that, I talked to

half a hundred women, asking them their preferences as to odor, price,

With this information before me, I had a comprehensive idea of what we could or could not expect from a perfume department. It was obvious that we couldn't take on an established line for at least it seemed so at the time) and that we couldn't expect to do a volume business on imported perfumes. My final decision was to introduce a line of floral perfumes reproducing popular flowers as accurately as it was possible to do so. As a slogan we worked out the phrase, "You can't wear the pack-We featured a plain container, with a simple label, at a low price.

This line, we felt would appeal to the type of woman who bought our other lines.

Our store is the world's largest retail outlet for horticultural products, and our customers are largely people of better-than-average income. They own their own homes, and at least 75% of them are suburbanites, which means that they have the money to live in the more expensive parts of our community. In age they range from the young-married group to the woman of mature years. On inquiry, I discovered that 95% of them preferred floral perfumes!

The first batch of samples we received were a terrible disappointment. True, they bore labels marked with familiar floral names, but these odors bore no resemblance whatever to the flowers we took from our iceboxes to compare with them.

It took me several weeks to find out where the difficulty lay. Instead of working from the actual flower, perfumers were accustomed to working from the essential oil, or from some accepted formula for a desired odor. Once I had made clear what was wanted, we found the manufacturers glad to cooperate. In several instances, we had to fly flowers from our greenhouses to New York, and on one occasion even had a certain flower flown from Central America in order to work out the right note.

It took us six months to develop our first satisfactory odors, but that was time well spent. I shall never forget our first cautious order for a pint each of four perfumes and a gallon each of five colognes. It is interesting to note that of the five odors in that original order, four of them are today among our best sellers.

We realized that a quality product took time, and so instead of rushing directly into a selling program, we put our stock on the shelf for six months. Then we began to sell, three days before Christmas of 1933. We would have begun sooner, but difficulty in obtaining labels held

Our first sales were slow. There were many jokes about our "bar" and the laugh seemed to be on me. The day we sold our first \$5.00 worth was an event. Our first sale of a full ounce seemed like a minor miracle. I admired the courage of the woman who bought it.

Our prices were low. Our overhead was small, and the packaging was done at the time the sale was made. We retailed perfumes for 50c a dram, \$3.00 an ounce. Colognes were priced at four ounces for 60c (since increased to 75c) with a pint for \$2.00 (now \$2.25).

Although sales were slow at first, we enjoyed a marvelous percentage

of repeat business; for the first six m on ths 75% of our volume was either to repeat customers or to people they had referred to us. This was encouraging, as it proved to us that our products were acceptable. Gradually the word spread that at Vaughan's, women could buy quality perfumes that were true to their flower names, at unusually low prices.

By the fall of 1934, our over-thecounter sales were so promising that we decided to catalog perfumes and colognes along with our regular lines for mail order trade. This proved to be even more successful than retail store distribution—the catalog page paid for itself the second week after it appeared.

Our wholesale customers began to ask us for information on perfumes, and to buy them for gifts. Long before we were ready for it, we were forced into the wholesaling of perfumes.

Perfumes Are Logical Sideline

Perfumes are a logical sideline for the florist for several reasons. First, the florist's customers are people who spend money for a luxury item—flowers. Second, 85% of them are women. Third, they usually go to the florist when they are planning to entertain, or to be entertained, which means that they are open to suggestions for enhancing their personal attractiveness for the occasion.

But to sell the florist on his unique position was another story. We were not willing to put out our line on consignment—we had had too many unpleasant experiences with consignment items in our regular line. Yet we could not expect the florist to take our untried idea, and pay for trying it on his trade.

Instead of making our deal an out-and-out consignment, we offered to put in an assortment of perfumes with a display stand and sales literature on a guaranteed sales basis. If the florist would work with us, this assortment would be billed to him on 90 day terms. If at the end of 90 days, he was not satisfied with sales, he could return the entire assortment for credit, if unsold, or remit for the bottles sold and return the balance. We made it clear that after the trial period was over, all future shipments would be made only on regular terms.

Our first batch of 200 deals moved so quickly that we began to get frightened. We didn't know whether to plunge further into the sea, or to hold back. It took considerable courage to order another 200 display stands, but we finally went ahead. Before our first mailing to our customer list stopped pulling, all but 65 of these stands went out on orders. Then we sat back in fear and trembling to await the deluge of returns we felt was inevitable.

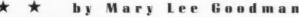
Much to our surprise and delight, the deluge didn't materialize. Our returns were less than 15%. And by the time we straightened out the few who thought we were putting out these deals on consignment, our net returns ran to only 22%! Since the deals had been put out at a generous margin over cost, we were still ahead of the game, with 345 assorted dealers to nurse along. Our cost to secure these dealers, including all promotional expense, was less than 32c each.

After three years of operation, we are more than satisfied with our sideline. While we don't expect to break into the \$100,000 a year class until May, 1938, we are selling our products about as fast as we can properly age our stock. We have 902 dealers, who cost us about 45c each to secure, and each one averages about \$54.00 worth of perfumes and colognes a year.

What is more important, this business has been built without paying a single PM, and without the aid of a single demonstrator. Our total sales promotional expense over the four years of operation (exclusive of the money spent to secure the dealers) has been less than \$500.00, largely for sampling.

Our list of users reads like the Blue Book of American Celebrities. Famous columnists have mentioned the line. A well-known stage and screen star has appointed herself an unofficial salesman for us, and has recommended us to her friends all over America. Over the counter, we sell colognes in gallon lots to enthusiastic users. In short, our line is a success.

Behind this little success story lies the real secret of it all—women of refinement prefer floral perfumes. At least, that is our contention, and we think we have proved our point by succeeding with a line that others considered had died years ago.





SPECIAL RECOGNITION

Two new items, lipstick and face powder, carry out the packaging splendor adopted for Schiaparel-li's "Shocking" perfume, recently introduced. They are scented with the "Shocking" fragrance, and are offered in several popular shades. The particularly new feature of these packages is the

glass covers, with hand etched lace pattern, used on both the lipstick and powder. This pattern is also reproduced on the boxes, which are luxuriously lined with Schiaparelli-pink satin.



ROSE LAIRD: This company is continually adding important new items to its line, the latest one being a cream deodorant which is claimed will eliminate body odors and control perspira-tion. Packaged in a flat opal jar with white metal cap. The white and green wrap-around label follows the familiar Laird style.



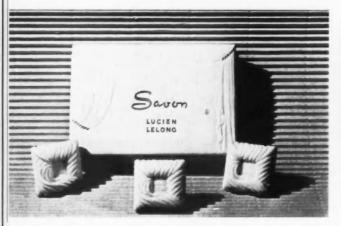


MOLINELLE: This is a new hair preparation designed to remove dandruff, add luster to the hair, etc., scented with the company's popular "Venez Voir" perfume. "Friction" is also available in five other Molinelle odors. The square flacon has a shaker top, and is closed with a black molded cap. Distributed by C. W. Davenport.

LANVIN: "Pretexte" is a delightful new perfume just introduced by this house. It is packaged in a smart spherical container with gold leaf knob stopper as well as in a square bottle with square cut black onyx closure, on which is engraved the Lanvin crest. Both bottles are available in several sizes. Distributed by Maurice Levy, New York.



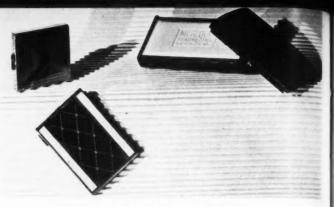
PAT-A-DAY of New York: No, this is not a miniature typewriter, but a setup box holding two-dozen little capsules, filled with "Pat-A-Day" deodorant powder, and the puffs are provided to spread this deodorant. A very ingenious packaging scheme which will undoubtedly make an effective display. The capsules are made of black celluloid sealed with red corks, and fit into cut-outs in the box which is black, red and white.



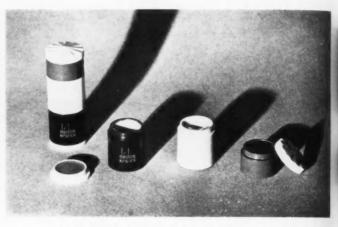
LELONG: This is a special set of six cakes of guest hand soap attractively packaged in a white box edged in gold. The soap has a delightful fragrance, and the cakes are square-shaped with a pleated design. This is a distinctive package especially suitable for gifts.



XANDRA LTD.: A delightful new foam bath is offered by this company in four refreshing fragrances. These baths are exceptionally rich in foam, and were scientifically designed to relieve tiredness and nervous tension. Each bath is attractively packed in a cellophane bag with pleated edge, and they are sold in sets of fourteen, boxed in a heavy board container with hinged cover.



BOURJOIS: The "Mansfield ShavPak" is ideal for use while traveling. It keeps the soap clean and dry, and is neat, compact and durable. The case is made of deep brown plastic material, and the cover slides under the base when not in use. The square compact, made of heavy chrome is filled with cake powder, while the other is a double compact with cake powder and rouge. This case is opened by a side catch, and the cover is inlaid with blue and ivory enamel.



DEDON: Sectional containers are becoming increasingly popular as is shown by the success of this "Kitstick" recently placed on the market. It is a complete make-up kit consisting of cream rouge, cleansing base, powder base and eye shadow, in four compartments which screw together into a single case, not much larger than an ordinary lipstick. The container is made of a molded material in patriotic red, white and blue, and three color combinations of rouge and eye shadow are available.

LEONELL: A new manufacturer, concentrating on a high quality perfume for the popular-priced market, is now offering "Mimosa" as the first in its series of florals and bouquet perfumes. The odor is much better than we would expect in this pricrange, and we await with interest the other fragrances to be added to the line. The package itself is simple, but in good taste. A gold label, printed in black, adorns both the bottle and box, which is deep green edged in gold.



CHAMBERLAIN CO.: A new container has been adopted for this company's complete line of toiletries, with uniform labels to identify the products. These bottles designed and supplied by the Owens-Illinois Glass Co., have distinctive and unusual contours, and make an attractive family group.

CONSTANCE BENNETT INC.: Here is a new line of creams, lotions and make-up items based on the same formula which Miss Bennett, the beautiful motion picture star, has been using on her own skin for several years. Miss Bennett, who in private life is the Marquise de la Falaise, employs a emblazoned coronet on the coral and mulberry containers, and a reproduction of her signature on the labels.

act al.

rice be



HARRIET HUBBARD AYER: The "Campus Carryall" was particularly designed for the college girl, but it is equally acceptable to any week-end traveler. Compactly arranged, it contains all the vital creams, lotions, and make-up preparations, and is encased in smart polished alligator fabricoid, available in either black, brown and red.







BARBARA BATES: This company is offering a complete line of new manicure sets for the Christmas trade, and the two illustrated here will show you how attractively they are made up. The one on the top, "Male Box", especially designed for the well-groomed man, is made of genuine brown grizzly leather lined with heavy brown silk. It contains all the important implements compactly arranged. The other set, of alligator leather, is filled with all the necessary manicure preparations and implements. The bar with the pearl knob lifts out completely and is used as a buffer.

YORK PHARMACAL CO.: This is a particularly striking package for the 10c. market adopted by this company for its cold cream and vanishing cream. Lithographed single-shell caps are used as both the closure and label on these decorative glass jars. Designed and supplied by Owens-Illinois Glass Co.

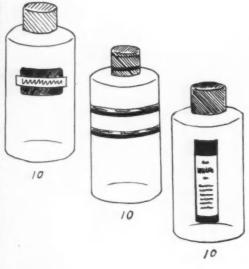


From Stock Bottle to Distinctive Package

by RUTH HOOPER LARISSON,

Cosmetic Consultant and Package Designer











For the sake of simplification let us group all bottles roughly as follows: Rounds (allowing for variations in shape), oblongs (including squares) ovals, and perfume bottles. The ones illustrated at the top of the page belong to the first and second groups. The other two groups will be discussed in the next installment, as already indicated.

Before we can get down to business on stock bottles we must determine whether or not the job in question calls for a stock bottle or a private mold. Right here I want to say that as short a time in the past as seven years ago, it was practically impossible to find a really attractive stock bottle in the lines of any of the glass manufacturers! Since that time they have seriously gone to work and produced, in all cases, several very good looking and well made stock lines in long series of sizes suitable to present day needs of cosmetics.

Nevertheless there are times, and they come frequently, when a private

Article and sketches copyright 1937 by Ruth Hooper Larisson mold bottle is not only desirable but imperative. Let's eliminate these exceptions by mentioning the more common of them, then we can pass swiftly to stock bottles. If there is no stock mold on the market which will carry, interpret, and enhance your particular product you need a private mold. Almost always this is the case in standard brand perfume lines. It is also true in the case of a truly new and unusual product or where a functional bottle is indicated.

In a well known line already employing a distinctive private mold the tendency is to repeat on the private mold rather than use a stock bottle. However, if you are about to order a private mold, be sure to get your money's worth by making the bottle sufficiently different from all other competing bottles, either stock or private, that when it is empty, labelless and capless it will still remind the consumer of the product that it carried. Naturally. you have no business ordering private molds unless you are going to use bottles in very large quantity. Yet private molds on large runs can be just as economical as stock bottles. On the other hand, private molds for problematic runs and untested products are an untold luxury to the cosmetic manufacturer and a hazard to the glass manufacturer.

Now, back to stock bottles. Try to select one which you can use just as it comes from its present mold. This is the easiest and simpliest plan. If you cannot find one which answers your purpose completely it is not very expensive to have a new neck mold for it. If you change the neck, capitalize on this move so that

The American Perfumer



your package will be functionally and decoratively improved. The plain rounds, squares and oblongs, and ovals, are being used by a great many companies and yet you are not consciously aware of the repetition of the bottle. However, if you are packaging, let us say, a hand lotion, and one of the competing hand lotions on the market is using bottle No. 4 (see above) it would not be good judgment for you to select the same stock bottle for your product when there are so many others to choose from. (Only small minds and small minded companies try to achieve by imitation. There's still plenty of originality left in the world to go around-and leave dividends over besides.)

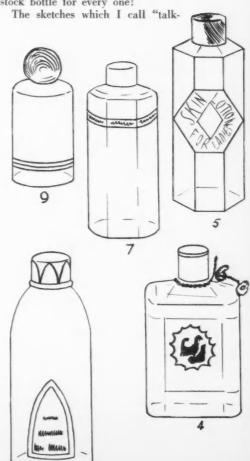
The first step of distinction which the stock bottle permits is in the selection of its closure. If you want a plastic cap you can have it in different length skirts, and with slightly different incised designs. Furthermore, and this is very important, you can have it in practically any color and any shade of color you desire. If you want a brass, nickel. aluminum, tin, lead or chrome cap, again you have a certain wide range of skirt lengths to select from. The metal cap can be decorated in enamel in any color, design or striping, or with your own trademark on the top or side. So much for variations in stock caps.

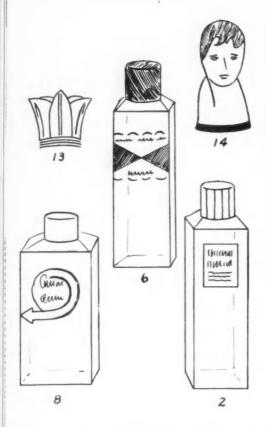
Frequently a manufacturer of cosmetics uses a stock bottle and has a specially designed cap. This naturally costs considerably more but if the job is well planned and the cap is an asset to the package, giving it beauty, distinction and functional qualities, the expenditure is well repayed. Again, I remind you that private dies for closures should be considered only for very large quantity use. Another method of varying the cap from the stock model is to have an outer shell in a special design and the inner shell from the standard mold. This is less expensive and generally gives as much satisfaction, difference and distinction as to have the entire cap from private dies. Stick always however to standard threads and standard size openings.

The next step in dressing a stock bottle is the label. The label must measure up to certain definite specifications. It must be suitable for the product and the bottle as well. By that I mean that it must express the use of the product and look so right on the bottle that you just can't improve it! If there is color in the product it must be taken into consideration and treated as one of the color elements of the design job. If the product is clear or opaque, this, too, influences the appearance of the package. A clear liquid allows one to see through the package, changing its proportions and general appearance; while an opaque product gives a less three-dimensional appearance, often seeming to change proportions to such an extent that it can spoil a label designed for a transparent product. Naturally the use to which the product is to be put is the keynote of all such planning of the package, for each unit of the package must be in accord with every other unit and all of them together form one harmonious whole if the package is to express the product with clarity and authority.

I have found in my own experi-

ence that the selection of a stock bottle for a given product should not be an arbitrary decision. I have often dummied up a number of stock bottles for a product and then made my selection of the bottle to be used after having worked out several complete packages. In this way, I would discover the limitations of one stock bottle as against the greater possibilities of another. On the other hand, it is quite possible to plan out the complete package in a dozen different ways using the same stock bottle for every one!





ing around the straight sides. No. 14 suggests a simple modern little head and on the right bottle she'd be very sweet. Expensive to make, I know, but in some cases those costs more than pay for themselves.

Now about labels: No. 4 calls for a cellophane label printed and edged in color and a cord tied around the neck suspending a similar tag. This would be used on a more elaborate product and the metal cap, polished or enameled, would then dress this bottle up considerably. You see this is the type of bottle which you can either dress up very much or treat quite severely. No. 9 calls for a gay and colorful though very small transparent label and of course the cap on it indicates another product not in the common garden variety run.

I have a very strong feeling at the moment for something which to my knowledge hasn't been done before. A cut out label. While this would not be appropriate on all products it would add drama and focus interest upon the product as seen through the cutout. In addition to calling attention to the product by means of a cutout label the color of the product becomes an important color element of the label.

Sketches No. 1, 5, and 6 show some of the shapes which could be utilized for this cutout style. Bottle sketch No. 8 uses an arrow as part of the label design to direct the eye to the back of the bottle and is suitable in cases where direction labels must be read and followed if the product is to give entire satisfaction.

(To be continued)

EAVESDROPPING

at the Counter

By FREDERIC S. BAILEY

ing roughs" will give you a general idea of some few of the ways these stock bottles can be used, particularly for different products. Far from exhausting their possibilities it only touches on the fringe of them. I have purposely not carried out these designs in detail into complete packages because I think you should be willing to engage a designer to do that for you and not just lazily "borrow" from me! Please consider these as hints and inspirations, not finished packages.

Bottles number 1 and 10 both contain four ounces, but see how different they look with label and cap changes. Of course we must take into consideration the recessed foot on No. 1 which optically cuts off some of its height. Some of these sketches indicate decorated metal caps and sketches Nos. 11, 12, 13, and 14 are all cap designs for the courageous manufacturer who wants to have a completely distinctive closure. No. 11 would be nice in either plastic or metal and it calls for a long skirted cap. No. 13 would look well on bottles Nos. 1, 5, 7, 10 and could be made of either metal or plastic. No. 12 has a smooth highly domed and mushroomed crown with fine knurl-

I overheard the customer say: "I've been having trouble with my skin and my doctor recommended that I use Lakes Cold Cream because he said it was pure." The demonstrator caressed a jar of her boss's brand of cold cream and smiled reassuringly. "This cream is just as pure, you know. Every doctor who has ever had anything to do with it says it's as pure as there is on the market. Now don't you think you would like to use this?" "Is it just as pure as Lakes," asked the unconvinced customer. "Oh, yes," the girl insisted . . . after twenty minutes of that sort of thing I wandered off but when I came back the sales girl told me that it had taken her just one hour by her wrist watch to complete the \$3.00 sale. "Was it worth it?" I asked. "Probably not, but orders are orders. They say switch and so we have to switch. One thing you can't do very gracefully is to sell them what they originally asked for after given a glowing sales talk on your own line. I always preferred to do my sales talk stuff after I had made the sale on what they wanted, but the company isn't satisfied with that. You just keep wearing 'em down until they can't put up any

more resistance. It's not my idea of satisfying customers and she'll probably never come back." I've been thinking this one over and I believe that salesgirl knows what she's talking about and her house ought to listen to her.

"I want a sunproof cream," the customer said. I noticed she had a thin, fair skin, the kind that won't stand up under punishment from the sun. The demonstrator pulled up a jar of cold cream and handed it out. "This will protect your skin and prevent sunburn," she murmured as if she believed it. The hair on my head rose up leaving gooseflesh behind but I said nothing. When the poor deluded customer went off to the fish fry (she being the poor fish) I asked the demonstrator why in heaven's name she had done her that dirt. "I was all out of our sunproof lotion and I had to sell her something," she answered between a pair of half yawns. "Expect to see her again," I asked. "Maybe yes, maybe no. Maybe I don't much care. There's always more to come and buy if she doesn't.' Swell how our industry trains salespeople isn't it?

THE CHEMISTRY OF OIL OF BITTER ALMOND

by VICTOR GEORGE FOURMAN, Ph. D. Chief Chemist, Compagnie Parento, Inc.

THAT plants in the same botanical group may yield oils which are widely different from one another in odor, chemical composition, uses and cost of production, is well illustrated in the case of the Rosaceae family. Both otto of rose, the powerful and supreme monarch of flower oils, and the humble but very useful plebian oil of bitter almond, are derived from plants which belong to the self-same Rosaceae group. The Rosaceae comprise about 2,500 species of trees, shrubs and herbs distributed in practically all parts of the world. Among the fruits produced by plants of this large botanical group are the almond, apple, apricot, peach, plum, strawberry; in another division of this same plant family are the numerous varieties of roses, the Japanese cherry, the hawthorne, etc.

Botanical Origin of Almond Oil

The name almond is applied to several bushes and trees of this group, Rosaceae. One species, Prunus Amygdalus, Stokes, also known as Amygdalus communis, Linné, is important for the kernels which are used for the production of oil of bitter almond. This oil is of considerable importance in the manufacture of cosmetics, soaps, perfumery and flavors. The plant, which is native to Southeastern Europe, is now cultivated in many other parts of the world having a suitably warm climate, as for example, Northern Africa, Southwestern Europe, Califor-

There is no botanical difference between the bitter and the sweet almond; the latter being merely a cultivated species which yields no essential oil but only the fixed oil—oil of sweet almond, which can be prepared from either variety of almond. The sweet almond oil is mainly a glyceryl oleate, that is, a glyceryl ester of oleic acid. It has a slight odor. If intended for internal use, it is prepared exclusively from sweet almond kernels. The almond plant which produces pink flowers yields sweet almonds and that with white flowers, bitter almonds. Bitter almonds contain about 50% of the fixed oil (glyceryl oleate) which occurs in sweet almonds.

Description of Almond Tree

The almond tree grows to a height of about 20 to 30 feet and closely resembles the peach tree in general appearance and in bloom. The fruits of many rosaceous plants, such as almonds, peach, apricot, etc., when moistened with water. develop the "almond" odor which is due chiefly to the benzaldehyde formed. Oil of bitter almond does not exist as such in the almond kernel but is formed by an enzyme process which may be briefly described as follows: The almond kernel contains a complex substance belonging to the group of organic chemical compounds known as glucosides. The particular glucoside present in the bitter almond kernel is called amygdalin* and consists of one molecule of benzaldehyde and one molecule of hydrocyanic (prussic) acid in union with two molecules of glucose. In the

able temperature conditions, an enzyme called emulsin, naturally present in the almond kernel, acts on the amygdalin, breaking it down in somewhat the same manner as the enzyme in human saliva breaks down the starch in the foods which we eat. The chemist does not know exactly what takes place when the amygdalin in the almond is acted on by the emulsin enzyme but he does know that water participates in the series of chemical reactions and he can readily identify the end-products which are ultimately formed. Hence it is possible for the chemist to write the general chemical reaction by setting down on the left-hand side of the equation the products before the enzyme emulsin begins to act and on the righthand side of the equation the products which are formed after enzyme action takes place:

 $C_{2n}H_2;O_{11}N + 2 H_2O \longrightarrow C_{n}H_2CHO + HCN + C_{n}H_{12}O_{n}$ $Amygadalin + water \longrightarrow benzaldehyde + prussic acid + glucose$

It is interesting to note that the enzyme emulsin does not itself permanently combine with any of the products involved which means that it does not enter into the chemical reaction but helps to bring it about. This is the nature of all enzymes and they are for this reason often referred to as natural catalytic agents. Recent investigations in the field of enzyme chemistry have shown that the reaction is much more complicated than the above chemical equation indicates. The change does not take place by the breaking up of the complex amygdalin molecule into its component parts in one single step but in a series of steps. It is beyond the scope of this article to describe the various transformations which chemists believe take place; it is suf-

(Continued on page 91)

On The glucoside amygdalin was discovered by Robiquet and Boutron-Charland in 1830 in an investigation of the oil of bitter almonds. See the interesting brochure on the life of Robiquet, by Professor Dains, published by the New York Quinine and Chemical Works.
the presence of water and under suit-

REVIEWS OF TECHNICAL BOOKS

☐ LIPPENSTIFTE UND AUGENBRAU-ENSTIFTE, by Carl Becher, Jr. 16 Pages. Verlag für Chem. Ind. H. Ziolkowsky, Augsburg 2, Germany. Price 0.50 reichsmarks.

This brochure describes in detail the characteristics of lipsticks and evebrow pencils according to best European practice and gives formulae for their manufacture and hints regarding colors and shades. It suffers from a fault common to most European works of this kind in prescribing general ingredients, colors and perfumes which are branded products and hence available only from a single source. The general information is fairly good, although American developments in the manufacture of these products have proceeded far beyond the conceptions of Mr. Becher, and better lipsticks and other cosmetics are now being made in America than could be produced through the use of his formulae.

S. L. M.

☐ AROMATHERAPIE, by R. M. Gattefossé with a preface by Dr. Fovoeau de Courmelles. Girardot & Cie Editors, 27 Quai des Grands Augustins, Paris, France. Price 20 Francs. 188 pages. 1937. In French.

Dr. de Courmelles in his preface tells us that aromatherapie is the therapy or healing with aromatic substances.

Aromatic substances are classified according to type. A table of physical properties follows. Brief paragraphs of supposed uses of aromatics of ancient pharmacopoeias are given. Aromatics of modern pharmacopoeias are also included.

The properties of types of aromatics i. e., alcohols, aldehydes, phenols, ketones, etc., are described. Vitamins are associated with aromatics. The association of aromatics therapy with body functions constitutes a major portion of the book, with views of many doctors in this section.

The book contains no index, and the table of contents is in the back of the book. A bibliography starting in 1680 and brought up to date is found in the back of this book. The last date mentioned is 1933. It is too bad that this work is not brought right up to date, that is

1936, for many other interesting data could have been included. This edition includes formula for therapeutic mixtures of aromatic materials.

An interesting addition to the library, if you are curious about the therapeutic properties of essential oils and aromatic chemicals.

M. G. DE NAVARRE.

☐ ORGANIC SOLVENTS. By A. Weissberger and E. Proskauer, translated from the German by R. G. A. New. Oxford University Press, N. Y. C. 1935. 9½ x 6½ inches. Price \$5.00. 212 pages.

The book comprises four chapters and an index. The first chapter discusses the systematic classification of solvents, with an arrangement of these according to the following scheme: A) Hydrocarbons, B) Compounds with one type of characteristic atom or group (esters, etc.), C) Compounds with more than one type of characteristic atom or group (esters of hydroxy acids, etc.) This is a short chapter of only 7 pages. Chapter two, gives Tables of Physical Constants; these are specially arranged. This chapter 84 pages.

Chapter three goes into detail giving methods and other data in the Purification of Solvents. Chemicals of interest to the cosmetic industry are acetphenone; benzyl alcohol; benzyl benzoate; camphor; carbitol; cineol; ethyl benzoate, cinnamate, lactate and salicylate; glycerine; methyl benzoate; and numerous other intermediate compounds.

The Bibliography gives over 1400 references. The text is indexed. This book should be of value and

This book should be of value and interest to organizations doing a chemical business, either synthesizing or purifying chemicals.

M. G. DE N.

☐ DIE SCHULE DES MODERNE PAR-FUMEURS. H. Mann. H. Ziolkowsky, G. M. B. H., Augsburg, Germany. 370 pages. 6 x 8½ inches. Illustrated. 9 R. Marks. In German.

This book is divided into four parts; general, special, cosmetic manufacture and an addendum. The text deals primarily with the manufacture of perfumes. Alcohol prefixation, usefulness of natural and syn-

thetic aromatics, fixation and ageing, are among the topics described. The whole contents are arranged in textbook form.

M. G. DE N.

OFFICIAL & TENTATIVE METHODS
OF ANALYSIS of the Association of
Official Agricultural Chemists. W. W.
Skinner, Chairman Editorial Board.
4th edition. 710 pages, illustrated.
Published by Association of Official
Agricultural Chemists, Washington,
D. C. Price \$5.00.

The fourth edition of this well known methods of analysis, brings up to date the work of the third edition of five years ago. The methods described are the legal standard methods used by government enforcement agencies. Accuracy rather than time factor is stressed.

Noteworthy inclusions are methods of preparing and standardizing reagents, definition of terms, alcohol tables, and tables of refractive indexes. It is much regretted that the chapters on Vitamins, Bacteriological Methods and Microchemical Methods continue to remain blank, as they were in the third edition.

This book is a "must" book on every book shelf of analytical chemists.

M. G. DE N.

☐ DISTILLATION, by Joseph Reilly, with foreword by Prof. S. Young. Published by Methuen & Co., Ltd., London. Chemical Publishing Co., New York City, Agents. 118 pages, illustrated. 1936. Price \$1.25.

The author considers some of the newer developments in the theory and practice of distillation. Fractionation, high and low pressure distillation, are all considered both from theoretical as well as practical points of view.

Absolute alcohol produced by the azeotropic process is described in detail. Other azeotropic mixtures are reviewed. Steam distillation, destructive distillation and sublimation complete the book. An index is included.

A worthwhile book for those engaged in the purification and manufacture of chemicals, especially aromatics. The clarity of the presentation in the English language makes this book especially useful. Those engaged in chemical manufacture will find it interesting.

M. G. DE N.

THE AMERICAN PERFUMER • COSMETICS • TOILET PREPARATIONS

S. L. MAYHAM, Editor

MARY L. GOODMAN, Assistant Editor.

FELIX J. BELAIR, JR., Washington Bureau.

A PROPAGANDA OPPORTUNITY

The plans of the Tollet Goods Association for the New York World's Fair in 1959, lend themselves splendidly to constructive publicity on behalf of the cosmetic industry. Too much emphasis on the commercial might injure the real worth of the Fair to the manufacturers of toilet preparations.

* * *

THE word propaganda, a quite meritorious word with a religious background, suffered badly at the hands of our late associates in the World War. In a popular sense its meaning changed from 1917 on and its connotation has come to be somewhat reprehensible. Yet there is no other word which so accurately describes the opportunity which the industry will have at the New York World's Fair in 1939. Here, indeed is a propaganda opportunity in the original and true sense of the term.

The Toilet Goods Association through a special committee has acquainted the industry with the purposes of the Fair management as they affect our industry. Briefly, the Fair wants to erect a suitable cosmetic building with adequate display space for individual companies, a permanent Fair-sponsored exhibit, and an auditorium which will seat 1,000 or more for lectures, demonstrations and the like. The committee, sensible of the opportunity, wants the industry exhibit to be truly representative and has asked replies to a questionnaire in order to determine what the wishes of the cosmetic manufacturers may be with regard to the details of the display.

Only two of the six questions proposed by the committee are really questions of policy. Being in the industry but not of it, we may perhaps be pardoned for advancing our views on these two questions. Inasmuch as the real worth of the Fair to the industry will be measured by the success with which the industry's propaganda, or counter propaganda against that issued by the hoardes of the reformers, it is our opinion that commercialism should not be stressed. For that reason, we believe the industry should oppose any plan for actual sales of goods at the Fair. The temptation to profit directly may be great, but intensive sales efforts by exhibitors will go a long way toward defeating the propaganda campaign.

For the same reason, we feel that use of the auditorium

should be restricted to non-commercial activities. Sponsorship of educational programs by individual companies with due credit to the sponsor is one thing, while lectures and demonstrations designed to advance the products of a single manufacturer are quite another. We have been charged with being commercial and indeed we are. So are all industries. But let us not play into the hands of our enemies by taking our quite legitimate desire for profit into a place where our greatest advantage can be gained by straight education and, to use the word again, propaganda.

THE FAIR TRADE SITUATION

Passage of the Tydings-Miller Act has been a gratifying sequel to the industry's long fight for price maintenance. It has, however, through the activities of resale groups, loosed a whole host of other problems upon the manufacturer. It is a test of the sincerity of the manufacturer and of his diplomacy in seeking a sane merchandising plan through which he can take advantage of the law and at the same time not yield unduly to pressure groups.

* * *

MANY years ago, when the old Capper-Kelly Bill seemed rather near passage, we commented that its enactment would be a test of the sincerity of its loud proponents. The law failed and the test never came. Now the Tydings-Miller Bill has become law and the test is renewed. It is, however, renewed under quite different circumstances. At the time of our original comment, enactment of the Capper-Kelly measure would have meant an opportunity. The manufacturer could take it or leave it. Now, with the various pressure groups of retailers pulling in several directions, the manufacturer is no longer in that enviable position. He can, it is true, take it or leave it, but not without considerable pain in the process, no matter what may be his decision.

Elsewhere in this issue, Mark Merrell has analyzed a few of the numerous possibilities. A careful study of his article will show beyond doubt that this price maintenance business is not to be a bed of roses, at least until after the period of readjustment is completed. Troubles loom with state retail groups, with large department store outlets, with the private brand purveyors and even with some of the drug chains. It will be a test, not only of the sincerity of the manufacturer, but also of his ability to withstand pressure. Regretfully, we must state that he has not been too pressure-proof on matters of policy in the past.

Here is a case where diplomacy, courage, and above all, sound judgment will be required. What to do with it, now that we have it, has become the most pressing of problems. Each manufacturer, mindful of his own interests, will have to determine upon a constructive merchandising policy of his own and for his own lines.

That they will be many and varied is certain. We believe Mr. Merrell's fine article will be helpful. But it will be none too easy going!

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

The immediate and lasting antiseptic powers of essential oils are called abiotoxines, by J. Risler, in Compt. Rend, 203, 1936, p. 517. The "long term effect" is the one sought in these tests. Oils tested in order of decreasing activity are: thyme oil, lemon oil of camphor, serpolet, lavender, mustard, cedar and terpentine. When two oils or more are mixed, the "long-term effect" is greater by many times. (Thru Mfg. Chemist, 7, 404, 1937.)

1

Sun tan and sun protecting preparations are sold in the form of fatty creams, oils, milks, clear lotions, glycerine salves, vanishing cream, or powders, according to J. Augustin, in Reichstoffind. 11, p. 218, 1936. The work of various writers is reviewed. New materials suggested as sun filters are: beta-methyl alpha naphthocumarin, b-methyl escualtin, b-methylumbeliferone, and coumarin derivatives. Formulas for several products are given.

h

Dr. H. E. Cox, a leading London analytical chemist who has made a special study of para-phenylene diamine and related substances in relation to dermatitis, recently read a paper on "Some Forensic Aspects of Dermatitis" at a meeting of the Medico-Legal Society (London) which has since been published in pamphlet form together with the discussion which followed. An interesting and highly important phenomenon dealt with in the paper is that of "hyper-Certain substances, of sensitivity." which mention is made of methyl heptine carbonate, are able to induce this condition in the human subject. As a result, the person became sensitive to other substances, which previously did no harm. These latter substances may be blamed for producing dermatitis, whereas the sensitising agent is really responsible. The position is not an easy one for the cosmetic industry, for the use of a perfectly innocent preparation may be followed by unpleasant results, if this use has been preceded by that of a product containing a substance giving rise to hypersensitivity. Dr. Cox also called attention to the use of para-phenylene-diamine in dves intended for use on the eyebrows and eve-lashes. One such preparation examined by him contained as much as six per cent. of this substance. Dr. Cox considered the practice highly dangerous, though he had not seen reports of any court cases arising from their use.

1.

"The Progress of Perfumery in 1936" is the name of an anonymous article in *P. E. O. R.* 27, 1936 p. 462. This is a review of articles published in this journal during the past year.

1.

Powder colors are described by H. Janistyn, in Seifens. Ztg., 47, 1936, p. 966. The colors used in tinting loose powder are all considered, from rose to blue. Formulas for the different shades are given, thus the formula for a rachel II concentrate is: 7 kg. light ocher, 3 kg. burnt sienna and 1 kg. of geranium lake. This amount of color is added to 100 kg. of face powder. Formulas for other shades are given, along with formulas for lake mixtures for rouge manufacture. This is continued from earlier numbers.

10

There is no evidence yet of the scientific value of superficial treatment by vitamins and hormone preparations, says A. L. Bacharach, in the Mfg. Perfumer, 1, 17, 1936. The author believes that all writers of arti-

cles in trade journals either ignore or are ignorant of the proper scientific method of attacking this problem. Clinical testing must be resorted to for proper evaluation of such preparations. Such has been ignored. Vitamins act by either mouth or parenteral route. Hormones however, act by mouth in rare cases, administration being made either intramuscularly or intravenously. The author suggests a line of development of vitamin preparations in the light of results of vitamin A and D applications on wounds, based on an earlier article (Mfg. Chemist, 6, 348, 1936.).

letters

Believes in Vitamin and Hormone Creams

Editor, The American Perfumer,

I have read with interest the reports on the use of vitamins and hormones in creams in your magazine. While I have no great amount of experimental data because Swedish ladies are not as active as those of some other countries in beauty care, I have been working with vitamin and hormone oils in creams and face masks and have obtained some marvelous results.

The dry skin soon becomes very smooth and wrinkles almost disappear. The best results have been on women from 35 years to 45 years of age. Young women react badly to hormone oils, so I have been using vitamin D oil and carotene. With the hormone oils, younger women develop spots and even mild ezzemas.

For night creams, I use percentages depending upon the individual's skin. I sometimes go as high as 10 per cent vitamin D oil and as much "Gynodermin" but more frequently smaller percentages.

I use no petrolatum and never any borax or potassium alkali in my creams. I do not care much for most American and English formulae. I think you use far too much mineral oil and alkali. I think The American Perfumer should examine this subject more carefully, for it is surprising how a dry or "tired" skin awakens after treatment with a modern alkali-free preparation. I suppose no one wants to ruin old established cream businesses, but how then can you expect to benefit women's skins?

LISA MATTHIAS,

Stockholm, Sweden July 10, 1937,

ABSORPTION BASES

and Their Uses

H. JANISTYN in this fine article describes the purposes and uses of absorption bases in the manufacture of creams of various types. Type formulae for several varieties of creams and other products are included.

THREE primary reasons explain the increasing popularity of creams with an absorption base:

1. They are easily prepared and possess great stability;

2. They have a remarkable capacity for absorbing water:

3. They afford ready reabsorption through the skin.

The old, well-known cold creams. still in demand and, together with the lanolin creams, the actual forerunners of absorption base creams. have the disadvantage of not being altogether stable when prepared without emulsifying agents. And as their capacity for absorbing water is rather limited, their percentage of fats and fatty substances is exceedingly high. As a result they contain more fat than the skin is able to absorb, which explains the greasy feel of cold cream on the face and the sheen which is evident to the observer.

To enhance cold cream's water absorbing power, the addition of lanolin naturally suggested itself. By providing the proper proportions, generally on a foundation base of lanolin (wool fat), beeswax, spermaceti, fatty oils or paraffin oils, lanolin creams were produced which would hold considerably more water, be more readily absorbed and, in consequence, make the skin that much less greasy.

But even the lanolin creams have their serious drawbacks.

They change color on the surface.

2. Concealment of their characteris-

tic lanolin odor gives trouble and calls for large amounts of special perfumes.

 Lanolin creams are sticky on the skin.

 The lanolin odor tends to obtrude, especially in hot weather or hot climates, when the skin perspires profusely.

In recent years, of course, cold creams and lanolin creams have both been further improved through the addition of emulsifiers like borax, sodium or potassium stearate, triethanolamin stearate, triethanolamin stearate, triethanolamin oleate, sapamine, fatty alcohol sulfonates, etc. All these emulsifiers are foreign to the body. It has required building up the absorption bases and their development by the cosmetic industry to make possible the production of many varieties of creams which in important respects are almost ideal.

Research in the composition of lanolin, which, as is well known, has such an affinity for water that by itself it can readily absorb 100 to 200% of it, has brought out that its partiality for water is shared by only few other substances, notably cholesterin, metacholesterin, oxycholesterin, and cetyl alcohol and carnaubyl alcohol, while the sebacic acid esters which are present in large quantities in the lanolin do not compare in this respect.

By means of various extraction processes cholesterin and its derivatives may be obtained from the wool fat. By these processes the unwanted constituents are removed and lanolin alcohols are then used in order to build up a great variety of cream bases with an affinity for water and to a large extent analogous to the human body inasmuch as all organs of the body contain to a greater or lesser extent quantifies of cholesterin and oxycholesterin.

The general practice in making cholesterins from wool fat is as follows: the wool fat is saponified and the unsaponified ingredients are extracted with gasoline, benzene or another solvent. This yields wool grease in the shape of a cracked pasty mass. Generally it is bleached and in the cosmetic industry it is often used as an emulsifier. In the process of extracting wool fat, the products dissolved out are principally cholesterin and its oxidation products (oxycholesterin) which are further broken up and purified in fractionated solutions. Frequently the cholesterin, metacholesterin and oxycholesterin are not obtained pure, and it has been found that a mixture of these alcohols has a cumulative effect which exceeds the emulsive power of any one of them. The first cream base based on the oxycholesterins consisted of an admixture of 5% oxycholesterin with paraffin oil and paraffin wax. "Nivea" cream, a brand well-known in Europe, is built upon this absorption base. This cream consists of about 30% absorption base, some glycerin (perhaps 3%) and the remaining 67% water.

In the last few years manufacturers have placed a number of more or less satisfactory absorption bases on the market under a variety of trade names. The emulsifying in-

gredients in most cases is primarily oxycholesterin, which absorbs much more water than cholesterin does.

According to P. Siedler the addition of 10% cholesterin gives to lard an absorptivity of 218.1%, cerate 214.24%, yellow petrolatum 235%, liquid paraffin 227.2%. While the same absorptivities a re obtainable with only 2 to 3% oxycholesterin.

By means of a patented process oxycholesterin or metacholesterin can be obtained to good advantage by a judicious oxydation of cholesterin with benzoyl superoxide.

The great value of the absorption bases lies further in that they can be used as lanolin substitutes. In all instances where the sticky, staining and odorous qualities of lanolin must be eliminated, cream bases built upon the basis of oxycholesterin are found to give good results (nourishing creams, vanishing creams, cold creams, foundation lotions, deodorant creams, liquifying creams, lipsticks, mascara, etc.). Furthermore, by means of the absorption bases the most up-to-date of creams containing vitamins and hormones can be easily and satisfactorily prepared.

The absorption bases give mainly water-in-oil emulsions. The creams must not contain over 70% water. nor over 5% glycerin; though, of course, there may be exceptions. In place of glycerin, diethyl glycol or diethyl glycol monoethyl ether may be used. Since there are no alkalireacting emulsifiers, the acid character of the skin is not affected. Mild acids, like boric, citric, lactic, phosphoric, glycerophosphoric, may be added, as well as cetyl alcohol, cholesterin, wool grease, myristic alcohol, stearin, waxes, paraffin, lanolin, fats, zinc oxide, titanium dioxide. calcium carbonate, sulfur, formaldehyde, hydrogen peroxide, lecithin, spermaceti, spermaceti oil, etc. Waxes, paraffins, stearin, give the creams a firm texture and make them less noticeable when rubbed into the skin. Oils and the like render the creams richer so they penetrate more easily. Lanolin, wool grease, cholesterin, cetyl alcohol, increase their ability to stand up in hot tempera-

Perfuming offers no difficulties and in general should not exceed 0.5%. Emulsion-resisting perfumes, like terpineol, should be avoided as far as possible. Vanillin, heliotropin and other sensitive perfumes remain unaffected by these absorption bases.

Ordinary planetary mixers can be used to prepare these creams, but of course better results are obtained by means of up-to-date homogenizing machines.

An exceptionally good cream is obtained with the following formula:

25% absorption base, extra

5% paraffin oil, semi-viscous
0.5% cetyl alcohol
2% lanolin, light color
0.3% cholesterin, technically pure
3% glycerin or diethyl glycol, purest

possible
0.3% calcium glycerophosphate, neutral

63.9% distilled water

In making the cream, the absorption base is melted in with the paraffin oil, cetyl alcohol, lanolin and cholesterin and heated to 40-45° C. when water of a like temperature is slowly added, while the calcium glycerophosphate is being dissolved. The cream continues to be stirred until its temperature goes to about 30°, when the perfume is added gradually.

Liquefying Cream:

20 parts absorption base, extra 5 " cetylalcohol

spermaceti. deodorized bees' wax, white 55-50 " paraffin oil, semi-viscous

As contrasted with the ordinary liquifying creams, creams made with

absorption bases are able to penetrate into the skin and act as good cleansers.

Vitamin A Cream:

20% absorption base, extra 5% β-carotin solution in oil (4:1000)

avocado oil, decolorized

5% β-carotin solut 5% avocado oil, o 3% ceresin 3% glycerin 64% distilled water

Sun-tan Creams:

20% absorption base, extra 70% yellow vaselin 0.5% methyl umbelliferon 2% menthyl salicylate o or menthyl valerate

3% calcium carbonate, precipitated 3% magnesium carbonate, precipi-

titanium dioxide, pure as possible 0.5% lavender oil extract

Mixed with paraffin oils or fatty oils, the oxycholesterins make excellent skin oils which are able, moreover, to absorb lots of water.

Skin Oil for General Use:

5% oxycholesterin or absorption base

15% olive oil, highest quality 80% paraffin oil, semi-viscous

Emulsified Skin Oil:

55% paraffin oil, semi-viscous

5% oxycholesterin or absorption base 40% distilled water

Adequate homogenization is recommended in preparing this skin oil. The foregoing brief comments and suggestions concerning absorption bases should suffice to indicate that their uses and possibilities in the manufacture of cosmetics are many and varied.

MARKET IN PERU

Domestic production of toilet preparations increased further in 1936 or to an estimated 35 per cent of total requirements. Cosmetics, hair tonics and tooth paste appeared in greater variety than before. Total imports of dentifrices, perfumery, scented soaps, pomades and lotions were valued at 559,218 soles in the first 10 months of 1936 as against imports of 156,738 kilos valued at 880,884 soles in 1935. In 1934 the United States supplied 46 per cent of the total value of these imported items; in 1935 the American share declined slightly or to 44 per cent of the total imported value.

In tooth paste and scented soaps the United States ranks first as to source in both quantity and value and in second place in ordinary unwrapped, scented soaps, perfumery. florida water and cosmetics.



This is the cover of a fine book just issued by Continental Can Co. In it are bound copies of the company's advertisements which appeared in leading trade and package publications during 1937 along with some comment by the company on the results of this campaign.

Cream Manufacture

THE operative technique for intimate emulsification of fatty materials, is based in part upon the old classical methods of emulsification known for a long time. It has, however, been considerably facilitated by the recent discovery of certain special emulsifying agents. These special emulsifiers among which we should mention cetyl alcohol, certain stearic esters (mono- and di-glycol stearates) and triethanolamine, render great service in difficult cases and especially in those involving emulsification of petrolatum. Certain agents of this kind also play the part of useful additions, having a cosmetic effect either substantive (cetyl alcohol) or complementary to that of the basic fatty substances.

Later we shall take up emulsifying agents again in a very explicit fashion, after having reviewed the fatty raw materials.

Neutral fats (of animal or vegetable origin)

Most of the familiar neutral fats, with the express exception of cocoa butter, mutton tallow, palmetto oil, palm butter, Japan wax (which is a kind of tallow) and a few others are quite suitable in principle for the preparation of face creams. We mention as such the oils of olives, peanuts, sesame, sweet almonds, castor, hazel nuts or filberts, beech nuts and others; also the solid fats such as beef tallow, lard. cocoa butter, ordinary butter, marrow fat and others.

Unfortunately, these fatty bodies. with the exception of cocoa butter, castor oil, and under certain conditions marrow fat, are very subject to rancidity, a fact which puts great obstacles in the way of their use as often as merited. In view of the fact that classical methods of preserving them (benzoinating) give only more or less ephemeral results, modern cosmetic manufacture more and more

DR. FRED WINTER of Vienna continues his study of modern methods of making facial creams. This installment contains a brief but very thorough discussion of a large number of ingredients. Formulation of the creams including many for special purposes will be discussed in later issues.—**EDITOR**.

tends to abandon them entirely. At the same time it seems that dissolving 2 to 3 grams of para oxybenzoic esters in each kilogram of the fatty material under mild heat will obviate rancidity. We have obtained very satisfactory results by applying the following combined procedure:

Dissolve 2.5 grams of benzyl paraoxybenzoate in one kilogram of the fatty body at moderate temperature on a water bath. In the meantime place ten grams of powdered tolu balsam in a little muslin sachet, suspended on a thread long enough to permit recovering the sachet at the end of the process. Plunge this sachet filled with tolu balsam into the warm fat in which the paraoxybenzoic ester has been dissolved with the thread coming over the side of the container. Now digest the balsam and the fat for an hour on the water bath, then let it cool with the sachet still immersed in the fat. After 24 hours (finally after resolidification of the solid fat) withdraw the sachet by the thread.

This method has produced excellent results in many cases. We mention it here for what it is worth. It seems to us to be of sufficient interest to warrant its trial. We have been able to preserve most of the available fats perfectly. Among others, we have succeeded in the perfect preservation of hazel nut oil, which after several years of observation, shows no signs of rancidity. Among

the neutral fats we mention the following as practically not subject to rancidity:—cocoa butter, castor oil and marrow fat.

Cocoa butter

This is an excellent fatty material for the needs of the skin which merits greater attention. Its absorbability in the native state is a little below the average, but it excels by a superficial action simultaneous with its hypodermic effect. Besides, its absorbability can be greatly increased by the addition of other fats (lanolin, etc.) or by emulsification. The aqueous emulsions with cocoa butter base are very subject to moldiness. Hence a preservative (5 to 7 grams of borax per kilogram) is essential.

Castor oil

This thick oil is, in our days, employed more and more frequently in the preparation of face creams.

Marrow fat

This fat becomes rancid only with great difficulty. If kept sheltered from the light and in tightly closed containers it is practically incorruptible. It is also preserved very easily, so far as rancidity is concerned. It is being used more and more frequently in the

manufacture of face creams (see section and former articles on nutritive creams). We again mention hazel nut (or filbert) oil which has a particularly salutary effect on the skin; also in fact it is now frequently used in its native state (tampons of oil, etc.) or as an ingredient of facial creams to replace almond oil and other fatty oils. Perfumers in America have also recommended its use for a long time.

This oil is quite easily preserved (see the explanation above).

Oil of Spermaceti

This is the oil which is found along with the spermaceti in the head of the sperm whale. It is obtained by expression from the crude spermaceti.

This oil is entirely incorruptible and is a valuable fatty ingredient in the manufacture of face creams. After having been almost completely forgotten it is now again in use, especially since the introduction of cetyl alcohol in applied cosmetics. This alcohol has a salutary effect upon the skin and it is found in spermaceti oil in the form of the cetylic ester.

Waxes

Carnauba wax and Japan wax (which is a species of tallow very subject to rancidity) are of no interest to the subject under discussion.

Beeswax

This material is especially valuable and is easily absorbed.

Natural yellow wax

This is found in the form of a yellow or brownish mass. Preference is given to the lighter qualities and the darker are rejected. It can be used only in carefully purified state to prepare oily pomades and yellow emulsified creams. Natural yellow wax is not as subject to rancidity of odor as is the white variety.

White wax

This is obtained by bleaching the natural yellow wax. It is subject to rancidity of odor, even acquiring a very disagreeable odor. It should be used only in the form of "preserved wax." To preserve the wax use the following procedure:

In one kilogram of warm, fresh wax entirely free from rancid odor, dissolve 6 grams of benzoic acid. This benzoinated wax, is then cooled on wet plates, and spread while soft in fine layers. Kept in well sealed containers and protected from strong daylight this benzoinated wax will keep indefinitely.

Note: It is understood that by the designation "white wax" in our formulae we mean preserved (benzoinated) white wax.

Spermaceti

The great value of spermaceti in cosmetics has been appreciated only since the isolation of cetyl alcohol which as an ester is a constituent of spermaceti. It is a very good raw material. It gives creams a fine appearance and an agreeable "feel" and also enhances the affinity for water and the absorbability of the finished product (cold cream, etc.)

Anhydrous lanolin

This waxy material is also one of the most valuable ingredients in the manufacture of face creams, but under the express condition that it is used wisely and, in the case of certain special lanolin products, used quite sparingly, for the sticky character of the material which is also noticeable in all the cosmetics containing it in large percentages is not popular with the consumers. Only well purified and quite light colored lanolin should be used and the dark sorts with a disagreeable tallow odor should be absolutely rejected.

Lanolin is rapidly and deeply absorbed by the glands of the skin and has the valuable quality of increasing the absorbability of other fats even when added in quite small percentages, a point important to remember. Having a great affinity for water, it absorbs it up to 100 per cent. This great affinity for water is rapidly increased by the addition of petrolatum and it is possible to make mixtures which will absorb even 300 per cent of water. The addition of cetyl alcohol still further increases the affinity of lanolin-petrolatum mixtures for water. Lanolin, then, has a complementary action on other fats and is an important

factor in varying the cosmetic effect of a complex fatty mixture. Reciprocally, the lanolin is also modified to some extent (often quite important) in its characteristic cosmetic action by the addition of other fatty materials. Lanolin then is almost always a very important factor in the action of mixtures of fats and its affinity for water is always valuable in the preparation of the stable emulsions rich in an aqueous vehicle, the proportion of which, more or less elevated, may have an important influence upon the cosmetic effect of a complex face cream. The cosmetic value of lanolin is considerably increased by a high content of cholesterin and cholesterin derivatives among which is ergosterol, the essential source of vitamin D, which is produced in lanolin by the action of ultra violet radiation.

Free fatty acids

Generally speaking the use of free fatty acids should be rejected with the exception of stearine of good quality free from stearic acid. The other fatty acids have a disastrous influence upon the skin. It is unfortunate that in the professional literature, formulae are often found, prescribing the use of oleic acid in the preparation of cosmetic products designed for the care of the skin. In fact, oleic acid has a particularly harmful effect on the skin and its use should not be permitted. Through research of very recent date we have found perhaps in myristic acid a second free fatty acid which would be very suitable for the needs of the skin.

The work of Burr, Shepherd and others also indicates that certain isomeric derivatives of linoleic acid, since known under the name of "Vitamin F" have a particularly salutary action in the rejuvenation of atrophied subcutaneous tissues.

Stearine

This fatty acid is a mixture of stearic and palmitic acids. Stearine of good quality is rapidly absorbed by the skin and is recommended because of its close relationship with the sebaceous materials of the human skin. Preference is given to the harder varieties (double pressed) over the soft, brittle grades, for only the harder qualities can produce creams very rich in the aqueous vehicle, emulsions sufficient-

(Continued on page 95)

NEW Products and **RESTYLED** Items

In this installment of his new series, **RALPH H. AUCH** describes some of the preliminary work needed before the new item is launched or the old one restyled. This includes a survey of the market, the time element, and the developement of the formula.

SO much has been said and written on the necessity of a complete market survey that it will not be gone into here. Then in the usually accepted sense of the expression, market survey has to do with the movement of the product after completion of manufacture until it reaches the hands of the ultimate consumer. Obviously this phase falls without the scope of this discussion.

However, a preliminary study of the contemplated product will disclose that it falls into one of three classes. First, it may be new and original in which case a survey among dealers and the consumers will uncover considerable information of interest and value. For example, a kiddy dentifrice, i. e. one especially prepared for children. cream for shiny nose or a cream to hide facial and other blemishes will each be found to be of only passing interest to only a small percentage of people. Unless they replace a regularly used toilet accessory, which neither can successfully do, their chance for ultimate success is remote.

On the other hand, the market may exist and the idea may have such good appeal that it would be relatively easy to merchandise, but a formula conforming to requirements may not be forthcoming. This may be due to lack of skill on the part of the chemist charged with its development or because the science of chemistry has not yet developed to the point of offering the solution to every problem.

Still again, if a new product fills a definite need it may be launched and succeed in spite of some shortcomings. Liquid deodorants, cream depilatories and liquid nail enamels were far from perfect when originally introduced yet were successful marketwise from the first.

Second, a competitive commonplace item is lifted into the realm of specialties by improvement or unusual formulation. This field offers opportunities for development and new cases show up frequently. Typical instances will not be cited because to identify them would require mention of brand names. All must be heavily backed by every known form of publicity for their successful introduction.

Keeping an ear to the ground for new basic materials then building new products around them has proven profitable as has capitalizing new manufacturing equipment. New shampoos, lathering acid dentifrice, creams using absorption bases, capi-

The vitamins, absorption base creams, lathering acid tooth paste, new shampoos and finer particle size are products typical of capitalizing new basic materials and new equipment.



Before starting experimental work, purchase all trade-marked products of similar nature for critical examination of composition, claims, directions and package.



talizing the various vitamins and the finer particle size for powders and rouge are typical of this class.

Third, is the new product that must go out and compete with existing products. The motive for its introduction may be to complete or round out the present line, to smooth out sales peaks and valleys, to cash a passing fad or some competitor's intensive merchandising, to make up for the loss of volume accruing from the falling off or elimination of an obsolete line, or whatnot.

Some manufacturers seem to feel that anything they make will be accepted by milady simply by putting their name on them because other items enjoy her favor. The sooner they are disillusioned the better. Many have added new products that don't pull their weight in the boat and have proven abominations to the retail outlets due to being shelf warmers.

Being tied to a good corporate name or well established trade-mark is no longer enough. The product must have unusual merit and then will only win a place by price concession, over-size packaging or sheer weight of promotion.

The best way to build unusual merit into a product that is similar to existing products is to make a thorough survey of those already in the market. Usually it will be found that there are objections of one nature or another to all of them. Either all the objections must be overcome in the newcomer or the whole idea had best be dropped.

Experience has demonstrated that even with commonplace items such as lotions, tooth pastes and powders, face powders and shaving accessories there is some dissatisfaction expressed by some users of most every well known brand. It may not of necessity be with the product itself, since it may be with the container, the odor, the color or the flavor.

That, if in the main the product is right, the consumer will waive some minor shortcoming, is a fallacy. Otherwise, why will a user switch from a certain brand of dentifrice that his dentist has recommended and that means so much to proper care of his oral cavity simply because he does not like the flavor, the tube is too small for the price, or the powder is not readily transferable from the container to the brush.

A survey may also indicate that milady's interest is on the wane in the contemplated product. It is generally accepted that rolling massage creams and facial packs have had their day but less obvious facts will be uncovered. For example, liquid deodorants are slipping perhaps due to the fact that they have to be used "last night." Some users like brushless shave in winter but drop it's use in summer because perspiration forms a film between the beard and cream rendering it less effective or on account of the residue staining their neckties.

Shooting for Dead Line

After it is definitely decided to develop an idea into a saleable product it appears simple just to let the development take its course or else set an arbitrary definite date for its completion. Usually it is not as simple as this. Gift and combination packages and perfumes obviously should be ready for the holiday trade while suntan preparations, tale and deodorants should anticipate the summer season.

Even though the product is not seemingly seasonal it will often be found there is one best time to introduce it. This point is worthy of serious study. The product should be timed right yet ample time should be allowed for development. Whenever those concerned have to "buck the clock" thoroughness suffers, and errors creep in.

When an established product is restyled and/or reformulated the replacement of dealers' stocks becomes a problem. There are certain periods when their stocks are low so the change should synchronize with such period. By introducing a new package or item at the end of a seasonal slump better dealer cooperation may be had. The consumer sales stimulus that follows shortly thereafter will do much to sustain the initial dealer interest.

In those cases where doubt exists as to the logical time to introduce the product, the market survey will do much to clarify matters. Concurrently, the merchandising plans can be in preparation. Whether or not new or separate sales and advertising departments are desirable or required must be decided. Whether the same agency can handle the work or if the old one already is serving a competitor in the new field and a new advertising agency must be sought, can be ascertained.

The time element insofar as the introduction period is concerned is of importance. Taking it slow is usually most economical and safest unless it is necessary to speed up to prevent competitors who can and will bring out a competitive item from becoming entrenched.

Development of Formula

The actual development of the formula can usually best be done within the organization yet there are certain advantages to calling in a consultant. The chemist or chemical staff is often hampered by routine control work on both raw materials and finished products as well as trouble shooting plant problems, which of necessity must come first

The average consultant while not so hampered frequently lacks the practical, commercial touch. Often, too, he is prone to draw his own conclusions instead of being guided by the reactions of practical outside testers. This is doubtless due to the fact that the ordinary run of consulting and analytical work can be completed in the laboratory. The results of his research on most problems are definitely positive or negative—open and shut.

Before the experimental work is started it is well to purchase on the open market all trade-marked products of similar nature or prepared for the same purpose. These should be examined, studied even as to claims and then chemically analyzed. This will prove to be an endless task unless discretion is exercised in narrowing them down. This work should be confined to the best sellers, the unusual ones and those making unique or strikingly strong claims.

Singularly enough the most meritorious formulation may not be among the best sellers or those bearing the best known names. The inherently best product may enjoy only limited sectional demand and be little known. It is in it that the unique and unusual but efficacious

g

11

m

ist

ed

b.

ne

ingredient quite likely has been hit upon.

By checking the label copy, directions and any accompanying literature some idea of the desirable qualities of each brand as well as what their manufacturers have found that the consumer expects of such a product, may be obtained. Furthermore, by checking the claims made in the advertising and sales promotional copy from whatever source against the reports of analysis and of practical tests, some gauge of the truth or accuracy of the claims can be gotten. Or putting it more bluntly, how valid the right of the respective products to exist and continue to prosper is.

Such a study will likely also suggest other claims that will appeal to the user. After all is said, the formula is developed, and all claims are made, the points of difference and of superiority and ease and convenience of use rather than the points of similarity to other products, are the yardstick by which the ultimate popularity of a new product will be

testing along with the equipment required, can obtain the same by writing *The American Perfumer*. The cost of the equipment is about 10 cents. Yes, I said ten cents! You can make the equipment or buy it, suit yourself. The cost is the same.

- of absorption base has made its debut. A well known house supplying popular cosmetic bases now offers this product. It has the consistency of heavy syrup, smells slightly of lanolin, and has excellent emulsifying properties. Use it like any absorption base. Contains free lanolin, but is not tacky. Sometimes used in place of lanolin because of this property. Should be investigated.
- COSMETIC COURSE Wayne University College of Pharmacy will offer two courses in cosmetics this month. The first course is in general cosmetics, and consists of 16 lectures, at night, once a week. The second course is in the laboratory, and consists entirely of cosmetic manufacture. Actual factory type specification sheets are used by students. All types of cosmetics are made. This class is very limited, so enroll early.
- LIPSTICK COLOR If you have been looking for a pigment that will give a nice blood red tint, you probably have had a heckuva time finding it. However, one of the suppliers is now offering such a cosmetic color, and it is particularly recommended for lipsticks. This sort of color is no myth, for women are always complaining that the colors made by the average lipstick maker are far too purple. Here is a chance to do something toward the satisfaction of all. It is priced reasonably too.
- BULLETINS The bulletins for readers of this department are being taken out about as rapidly as the mailing staff can get them ready. One of the most interesting of the five so far issued is that on Absorption Bases. You may have your copy absolutely free merely by asking for it. A request on your letterhead for Bulletin No. 4 will bring it by return mail. Other bulletins now available are No. 2 "Wetting Agents"; No. 3, "Antiseptics, Germicides & Preservatives"; and No. 5 "Suntan Preparations."

by MAISON G. de NAVARRE

■ ANTISEPTIC OILS A lot of business is to be had from the sale of antiseptic baby oils and a lot of people are overlooking them. They are simple enough. But be sure your product is antiseptic as the F.D.A. might check it up. Choose your oils from the available group of vegetable oils. Might include a wee bit mineral oil if you like-or even two or three wee bits. But don't think that because you added a wee bit chlorthymol or some preservative that the oil is antiseptic. Chlorthymol is not so active in oil solution. It is soluble only to about 1:10,000 parts, and it takes not less than about 1:7,500 to kill Staphylococcus aureus. Using the F.D.A. Cup Plate Technic, and due to the low solubility, you get a very poor and obscure zone of inhibition. So, get in touch with some consulting chemist who has done this sort of work. He'll probably know of a

couple of materials you can use. There are several. And by all means have a recognized bacteriologist check your product, each batch if possible.

■ SCRATCH TEST Recent work by the Principal Physicist of the Department of Commerce on the scratching of tooth paste and powder, finds manifold application in several phases of cosmetics. Dr. Souder, the physicist in question, tested many dental preparations of well known make, only to find that of 25 such makes, more than half failed to meet the qualifications. In some cases ingredients separated in the product. Certain pastes fermented. Other pastes seemed to attack the inside of the tin tube. When it came to the "scratch test", ten toothpastes failed to meet this test. That makes it a neat 40% of the well known makes. Those interested in the method of

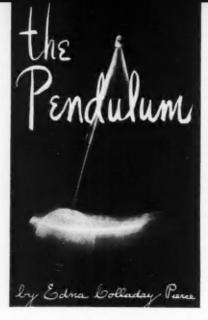
STYLE TRENDS

EVERYONE in the market has his or her own opinion as to how long the 1900 fashion is going to last, but since it was founded upon the pulchritude of Mae West as interpreted for her by Schiaparelli it will have significance so long as this fact is not realized too sharply by the consumer, for the "Gay Nineties" costumes as modified by 1937, are not too becoming to too many women, and once they've tried them on most of them will be smart enough to realize this.

There never has been a season when so much variety of silhouettes, in clothes, in hats, gloves, shoes, and accessories could be indulged to such a great extent as will be true this Fall and Winter. Whether one has the torso to choose the pencil-slim silhouette of Molyneux or Piguet; a Vionnet Directoire model; a Schiaparelli "Merry Widow" creation, or the modern classic adopted by the haute couture, a tightly molded cling-to-the-figure type of frock, with any of these it just isn't possible to

be "out of style." But-here is a tip for manufacturers to take careful note of-when the apparently bewildering array of style trends resolves itself into the final issue, the style leaders will be seen in daytime frocks the key-note of which is simplicitly, plus quality. the perfect grooming which makes for distinction and individuality. The concession to revivals and the urge toward the flambovant 1900 decorative mood, will be epitomized by a touch of real lace or fine bead embroidery at neck and wrists. These may appear on a perfectly fitted frock over perfectly fitted undergarments. The one dramatic note in harmony with impeccable taste and inherent refinement, as expressed in this restrained but smart type of costume, is a dramatic chapeau, draped with the touch of mystery lent every woman by a sheer, gently flowing veil, longer this season than last.

When we say dramatic we don't mean conspicuous, please note, for the eleganté of 1937-38 will not now, any more than she has in the past, depart from her distaste for the extravagant and fantastic in style



trends. Therefore, though her hat may have a sudden dramatic quality. whether the sheer up-at-the-side model of Patou or Descat; the high turban of Suzy; the amazing new duckbill beret of Agnes and Rose Valois, or the sweeping lines of those designed by Schiaparelli in black felt or velvet, the quiet distinction of the women who know that the secret of any style trend is to adapt as much of it as will add to the individuality, and are not swaved by fashion copy that advocates extremes, permit themselves to wear only those models reminiscent of the Moven age which are becoming and thus enhance feminine charm. Newly designed black suede shoes, gloves and bags complete the costume.

The confusion of conflict that always ensues when there are many contributing factors to style trends, as there are this year, will not disturb the smart serenity of the sophisticate. When it comes to evening costumes, romantic allure gets in its innings. The evening scene will be a beautiful and elaborate one this year, for Milady will let herself go after night-fall to an extent that is incredible and arresting.

The very young look well and delight in bouffant costumes; yards and yards of material in skirts, tight bodices that are trim and demure. Beyond that age, lavish lamés and opulent jewels run riot. Dinner frocks are accompanied by towering turbans. Draped and Directoire motifs vie with each other for supremacy, while furs will be splendid and luxurious.

Seeing Yvonne Primtemps in "Three Waltzes," in her Lanvin creations for three different periods may

inspire Parisians to copy her frocks, and the Directoire Ball in Paris was directly influenced by the Exposition Internationale in that city. Even the magnificent spectacle of the fireworks at night was incorporated into evening frocks, simulated by glitter. ing paillettes, so you will see sequin jackets worn over figure-fitting dinner frocks. There will be gold embroidery, gold leather scrolled into decorative motifs to enliven plain fabrics. You'll see fringed dresses from waist to floor-and Viennese tapestry fabrics made into lovely clothes that make their wearers look as though they had stepped from the pages of a book of fairy tales.

Suits and coats this year will be such a combination of fur and fabric as has not greeted our eyes for many a long year, and since all these various style trends throw the face, hands, arms, throat and shoulders into such vivid relief; perfumes are the natural accompaniment of entrancing costumes, cosmetic and perfume manufacturers will do a thriving business—always remembering our warning that the day-time note must be played pianissimo, the evening one vividly, but with the loud pedal discreetly modulated.

SELLING HINTS

The velvet manufacturers have been having a hectic time, and you'd never guess why if you weren't told right out!

The new crush-resistant velvets smell to high heaven of the dyes used, but one converter has been able to solve his problem in this respect in what to the fabric trade was a novel and satisfactory way, and is now boldly advertising to the trade the fact that his velvets not only have eliminated the aforesaid troublesome factor, but (shshsh!) They're perfumed!

Yes, one manufacturer among you—a very old house, well-known to you all—was smart enough and farseeing enough, to discover the distress signals, and go straight to one fabric converter and offer to see what one of his perfumes would do to deodorize the dye used for his velvets.

Desperate and grasping at any



The well-balanced showcase arrangement at Carson, Pirie & Scott in Chicago, displays perfume to excellent advantage. Palms, ferns and roses add a gay and beautiful note.

constructive straw, the fabric converter accepted, and now they are all happy, and so will the dress manufacturers and the women who buy the completed garments be.

We are telling you this because it's been our own conviction for a long while that perfume manufacturers have been overlooking a big bet by not approaching the piece and dye mills, the fabric manufacturers, the converters, the cutters-up and the dress manufacturers, so that we women could have pleasantly scented clothes to wear.

No, they wouldn't be too strongly perfumed to make us cease to buy your merchandise as usual—the dye would take care of that—believe us, we know. Once we investigated, experimented, and found out! You might have to try various odeurs, for different kinds of fabrics—the one used in the incident related was a bouquet—but there really is no reason why all fabrics used for dresses shouldn't, when they were made up, have a delicate aroma which would be a reminder that we needed some more of this or that perfume.

Hosiery and glove manufacturers should be approached, too, by some of you who are really enterprising, and here's why. New hosiery is not too pleasant to wear because of the dyes used—and it doesn't do a bit of good to dip them first, also the odor persists through washings.

as

le

Perfuming gloves was an art in Queen Elizabeth's time, and they were immensely popular—and so they would be today. Surely if they came into use in England in 1550, in this year of 1937 some perfume manufacturer ought to be progressive enough to see that American women could buy them too.

We give you, then, gentlemen, a tip that ought to net you a neat profit, in addition to the one you're already making, if you get busy and act upon it without too much delay. Good ideas have a way of simmering in your minds too long, until someone else starts the ball rolling, and then you wonder why you hadn't done it before he did. We have seen this very thing happen more than once, so don't do it this time-here's one customer you'd have right away. and we might dig up a goodly number of them in one way and another -you see we know what women's reactions are in a lot of these things we tell you about, so here's hoping that before too long there may be more pleasure in dressing, not only for the gay and festive occasion, but for every day, no matter what we choose to wear. Selah!

QUESTION BOX

The Question Box acts as a clearing house to help you solve your merchandising and sales promotion problems. Send in your own questions. We shall be glad to answer them and shall not reveal your name. So you may be quite frank and so shall we!

Q. Not sure that you will answer this question, but whether you will or not, won't you write an article on the subject sometime, and settle authoritatively some of the vexing things that beset us on this score?

If a manufacturer does not have demonstrators, is not in sympathy with the practice, how is his merchandise to be sold fairly without them? How can it sell in large quantities under conditions as they exist today in most of the stores that have the kind of customers who would buy a good product if they knew about it, and are not told about it because manufacturers of other products are paying the salaries of the girls behind the counter?

A. Your premise is absolutely correct, and I am thoroughly in accord with it. I take it for granted that you are talking about a product that is advertised locally rather than nationally, or not advertised at all. It will be a difficult thing, however. to convince buyers that their interests are not being served to best advantage by demonstrations, so long as the big manufacturers continue the practice. It may very easily be that the Federal Trade Commission will rule out demonstrators, insist upon their becoming store employees in fact, instead of just in name.

As for your suggestion concerning an article on the subject, it is already in work, and will, I hope, present the matter in an unbiased way, so that discussion will ensue as to the merits and demerits of this very controversial question.

This beautiful Lentheric window display has a background of Schiaparelli pink georgette, appliqued with gold stars. Durable transparent "Plyofilm" is gathered over this. Marcel Rochas birds are poised against the background. Between the grouped packages are pearlized orange blossom bouquets.



The department is devoted to answers to inquire submitted by our reader. We invite members of the industry to avail presselves of this service. Answers will be published as rapidly as a permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

136.—PERMANENT WAVE

Q. We would appreciate it a great deal if you would suggest to us a formula for a substantial permanent waving solution. Also, will you supply us with the name of the firm offering an oil for making orange flower water.—P. P. W., Penna.

A. The name of the supplier of the orange flower water oil has been sent you under separate cover. As regards the permanent wave solution, you of course know that these vary with the equipment used, accordingly you will have to adapt the following formula to suit your requirements.

Ammonia water ... 20 ounces
Borax 5 ounces
Permanent wave oil 2 ounces
Dist. water to make. 1 gallon
The source of suuply for the perma-

nent wave oil has also been sent you.

137.-VANISHING CREAM

Q. I take the liberty of asking you for the following favor. I am requiring formulas for vanishing cream, cold cream and lemon cream.—I. F., Prague.

A. Formulas for all three of these have been sent you by letter. The following is the vanishing cream formula:

Bring triethanolamine, glycerine and water to 70° C. Separately and on a water bath, melt cetyl alcohol and stearic acid bringing to 70° C. Add the water to the fat, a little at a time,

with rapid stirring. After all water has been added, stir slowly, and just enough to prevent crust forming on top. When cool, set aside over night. Perfume next day and mix.

158.—BUBBLE BATHS

Q. At present I am trying to manufacture a so-called bubble bath, but have met with no success. I would appreciate all available information on that subject by return mail. Please note that these bubble baths are supposed to contain no soap.—L. L. L., Illinois.

A. We have sent you a copy of the Wetting Agents Bulletin which describes a number of "foaming" materials that contain no soap. The best we can advise you is that you read this, and develop a mixture of wetting agent along with perfume and color to suit. As you know, the highly successful ones used in salons, are used along with cylinder or a compressed gas to help generate bubbles. Your product works better if liquid, and if a fast stream of water be used. Drop an ounce or so into the bath, then turn on the water full

139.—CREAM FOR BURNS

Q. We would like to make a greaseless cream containing benzocain with proper antiseptic for burns. A formula on this product would be appreciated.—C. B., New Jersey.

A. This is somewhat out of our field, but we think that you might be referring to a type of product made by several cosmetic houses. If that be the case, we suggest that you make a good standard vanishing cream to which you might add some bland oil, in amounts that will give you the

consistency and type product you want. Benzocain is none too soluble in water or oils. So we suggest you use some a leohol in making this preparation. As for antiseptics get in touch with some consultant doing this type of work. We do not feel qualified to answer this section of your query. But be sure your product is really antiseptic by the F.D.A. methods of testing.

140.—"DRENE" TYPE SHAMPOO

Q. Will you please send me a formula for soapless shampoo, as near as possible to "Drene," and oblige. L. E. W., Texas.

A. In the August issue of *The American Perfumer*, Mr. de Navarre writing in his column DESIDERATA, answered this question quite thoroughly. Please refer to the August issue, page 42. We do not feel that we can tell you more about formulating this type of shampoo, since it is more of a research problem rather than a suggestion for betterment or change.

141. - MACHINELESS WAVE PADS

Q. Will you kindly furnish us with a satisfactory formula for making machineless permanent wave pads. The product we have been using heats too slowly. Self addressed and stamped envelope enclosed for reply.—K. B. C., Va.

A. The subject of machineless pads is a "hot" one. Numerous patents have been issued to protect certain compositions. We strongly advise you to look over these before doing anything at all. Additional information on the number of heat calories generated by certain chemicals has been sent you by letter.

142.—HAIR TONICS

Q. We intend to manufacture two types of hair tonic: one like "Krem!" and another like "Silver Pine Tonic." Will you be so good as to furnish us with these two formulas?—B. C., New York.

A. As you know, this department cannot undertake the analysis of any product. If an analysis is required, you will have to have this done for you and pay for it. We know the two products mentioned, but do not know their composition. Sorry we cannot be of further help, on this problem.

& events

Lady Esther Co. To Build New Plant

Lady Esther Co., Evanston, Ill., has purchased 132,000 square feet of land at Harlem Ave., and 65th St., in the Clearing Industrial District, Chicage and will shortly start construction of a onestory laboratory and office building there at a cost estimated at \$500,000. The building will contain about 100,000 square feet of floor space and the company will move to it from Evanston as soon as it is completed. Options on land to the south and east of the site have also been purchased for possible future expansion.

Constance Bennett Organizes Company

ts

n

g

ls

15

d,

Constance Bennett, popular motion-picture star, has formed a company in Hollywood to manufacture a complete treatment

line consisting of creams, lotions, astringents and make-up items. The firm will be called Constance Bennett, Inc., and will be under her personal supervision. The preparations will be distributed in



Miss Bennett

spot markets in selected department stores, throughout the country, and an extensive advertising program will be launched. Miss Bennett plans a personal appearance tour and will introduce a new method of selecting correct color make-up. The packages in this new line are illustrated on page 37 of this issue.

Procter & Gamble Celebrate Centenary

Procter & Gamble Co., Cincinnati, completed its first century in business late in August. No special celebration marked the event, an unusual one in the American business world. The business started when William Procter, a can-





Mr. Procter Mr. Gamble
Proctor & Gamble Co. Founders

dle manufacturer and James Gamble, who had been making soaps, decided that, since their raw materials were similar, a partnership would be of mutual advantage. They began business in August, 1837 with a single assistant in a small shed in Cincinnati. The business, said to be America's largest soap manufacturer, now has eight plants in the United States and one in Canada, one in England, one in Cuba and one in the Philippines. It also controls a chain of cottonseed crushing mills throughout the Southern cotton belt.

The firm was incorporated in 1890 and in 1905 was re-incorporated in Ohio. In 1887 it pioneered in the establishment of a profit s h a r i n g plan for employees and since 1903 this plan has also included s t o c k ownership and employee representation on the directorate. The company was one of the first national

advertisers starting its magazine campaign in 1892 and continuing and expanding it in various media. It has become one of the largest publication advertisers and for several years was the largest radio advertiser in America. Members of the founders' families have been continuously with the company from the outset.

The only company notice of the anniversary was a brief statement by its officers, who declared that the company faces the next hundred years with faith and confidence and pointing out that its success has been based on a three-fold policy: 1., good value of the products: 2., mass production of sound advertising; and 3., fair, four-square selling policies.



This camera shot shows Mlles. Jeanne Genet and Tatiana Conus, two attractive French girls who charmingly dispense hospitality and sell a lot of merchandise while doing so, at the Lentheric salon in the Savoy-Plaza, at 58th St, and Fifth Avenue. The salon itself is undergoing a lot of revamping just now. The executive and clerical staffs have moved their offices over to the Squibb Building. The wholesale show-room will make way for a second floor which will be part of the salon, and will be reached by way of a grand staircase leading up to it.

Industry Planning World's Fair Display

A committee of the Toilet Goods Association consisting of H. L. Brooks, Coty, Inc., P. H. Douglas, Bourjois, Inc., and Cecil Smith, Yardley & Co., has been working on plans for the industry's participation in the New York World's Fair in 1939. After conferences with Fair officials, it has been found that the Fair will co-operate by providing a building with auditorium, expressly for the cosmetic industry. The committee through a questionnaire is now endeavoring to determine how the industry desires to utilize this space and what its wishes are as to character of displays, sale of goods at the booths and other matters of policy. The fullest possible expression of trade opinion is desired by the committee, which may be addressed care of the Toilet Goods Association, New York.

Macy Products to Other Retailers

Supremacy Products, Inc., recently formed subsidiary of R. H. Macy & Co., Inc., New York department store and price maintenance opponent, is now offering the Macy private brand products to other leading retail outlets. The products are being placed in selected

stores, not more than one in any trading area, and Macy disclaims any connection between its "experiment" and retail price fixing or the Fair Trade Acts. Early reports from the stores already carrying the goods are said to be satisfactory. Prices are slightly higher than in the New York store because of freight and shipping charges. The goods are not "price fixed."

Kramer on Air Trip to Coast

R. A. Kramer. sales manager of Th. Goldschmidt Corp.. New York, N. Y., is making an extended trip by airplane to the Pacific Coast with a number of stops in the principal cities of the Middle West. On the return trip, stops will be made in the principal cities in the Southwest and South. Mr. Kramer expects to complete his trip in about three weeks' time.

D. W. Marshall Represents Conti Products

Conti Products Corp., New York, soap manufacturers, have appointed D. W. Marshall district sales representative in charge of Ohio, Michigan, and Indiana territories. Mr. Marshall, who has had long experience with the drug trade in the Middle West, resigned from Laco Products Inc. to assume his new duties.

Buehler Celebrates Business Anniversary

The newest member of the Lueders Quarter Century Club was elected to membership August 24 when Frederick G. Buehler, sec-



Mr. Buehler

retary and director of George Lueders & Co., celebrated the 25th anniversary of his connection with the business. The clubnow has 24 members with an average length of company service of 39 years,

a remarkable record for a company just 52 years old.

Arriving at his office in the morning, Mr. Buehler was greeted with a profusion of floral tributes. At noon the entire force assembled in the office and president E. V. Killeen paid a glowing tribute to Mr. Buehlar and dwelt at some length on his fine record extending over 25 years. He referred to Mr. Buehler as the youngest member of the Quarter Century Club and the only member who has risen from the humblest position, that of errand boy, to his present post.

Mr. Killeen digressed a few moments to pay tribute to Mr. Buehler's father, who passed away in February, 1936, after 44 years with the company as transportation manager. He referred to Mr. Buehler, Sr., as one of the outstanding men in the essential oil industry, whose advice had frequently been sought by the various classification committees in establishing rail freight rates and the packing of drugs, and oils.

In closing his address, Mr. Killeen stressed to the younger men that the theory that success depended upon a relative or friend as officer or director was thoroughly exploded by Mr. Buehler's successful career.

Mr. Buehler was given the company's badge of honor and a handsome wrist watch suitably engraved. Other gifts included a cocktail shaker and a complete silver service, a gift of the employees. The happy affair closed with a luncheon to Mr. Buehler at the Drug & Chemical Club.



Modernistic new showroom of Revlon Nail Enamel Corp. recently opened at 125 W. 45th St., New York. The enlarged headquarters accommodate an increased staff, and laboratories are on the floor below in the same building.

Laco Acquires Pompeian Co.

Laco Products Inc., Waltham, Mass., has acquired The Pompeian Co., Inc., cosmetic manufacturers, Bloomfield, N. J. The Pompeian Co. makes "Pompeian Massage Cream," facial creams and other beauty preparations and has been a big national advertiser for over forty years. Laco Products Inc., manufactures and distributes pure olive oil. castile soap, olive oil shampoo, sterilized powder, and olive oil—all sold under the "Laco" brand.

Merchandising plans for promoting the Pompeian line of cosmetics and beauty preparations are now being formulated. The Joseph Katz Advertising Agency of Baltimore and New York, who handle the advertising for Laco Products Inc. will also handle the advertising for "Pompeian" beauty preparations.



Montgomery St. Alphonse, vice-president of W. J. Bush & Co. (Canada) Ltd., has returned with his family to his Montreal home after a visit of some weeks in England. He found British business excellent and much less war talk than last year, due, he believes, to the realization of its high cost arising out of the payment of recent "defense taxes."

House of Del-Van To Manufacture Cosmetics

The House of Del-Van was recently organized at Fort Wayne, Ind., to operate a laboratory and manufacturing plant for toilet articles. The company will also operate schools for instruction in beauty culture. Members of the firm are Francis E. DeWan, Cecil R. Welch. and Herbert Sauerteig.



In England, Yardley has developed some very attractive new display material.

Three of its new stands are shown, the lavender water display being made of plastic in cream, lettered in black.

Rubinstein Sponsors Training School

A new school under the personal supervision of Helena Rubinstein was opened last month in her Fifth Avenue salon in New York for intensive training in every phase of feminine beauty. The first group to take the course, which is completed in one week, were fifty salesgirls selected on the basis of merit from the leading department stores in the United States and Canada. Among the subjects covered at this training school are the most recent developments in youthifying face treatments, skin diagnosis, color harmony in make-up, corrective skin treatment, and hair treatment and styling. Lectures by fashion authorities, gymnasts, coiffure artists, dieticians, skin experts and doctors are also given.

Michel Gourland In Paris

Michel Gourland, creator of "Lait de Cologne" and "Osme" sailed for Europe on the Aquitania, August 18. The trip was undertaken to complete a r r a n g ements with his Paris laboratory on two new cosmetic preparations which will soon be introduced to the American market.

Stanis, Ltd., to Enter Store Field

Stanis, Ltd., prominent cosmetic mail order house of Chicago, will enter the retail sales field through drug stores, department stores and specialty shops. A special line for this trade has been developed and handsomely packaged, and a fine little booklet, "The Woman Beautiful." has been issued to

acquaint the public with the merits of the line. The company has long been known in the mail order field and is entering the store field through the demand which has been built up for its products over a long period of years.

Schmidt Off for Southern Vacation

Jay H. Schmidt, president of Special Toiletries Corp., New York City, left August 6 for an extended fishing and hunting expedition in the vicinity of Chattanooga, Tenn. The trip south was made by automobile.

Fischbeck Appoints Davis & Davis, Inc.

Davis & Davis, Inc., located in the Wrigley Building, Chicago, Ill., have been appointed sales representatives in the Chicago and Milwaukee territory for Charles Fischbeck Co., Inc., New York, dealers and importers of essential oils and aromatic chemicals.

Colonel Alex M. Davis and his son, Edward Davis, have been well-known in this territory for the past 16 years.

The appointment of Davis & Davis, Inc., as representatives of the Charles Fischbeck Co. Inc., has made possible the stock of "Cefco" products in this territory to facilitate deliveries.

New Booklet on Absorption Bases

Pfaltz & Bauer, Inc., New York, has just issued a very comprehensive technical and descriptive booklet on "Falba" absorption bases, containing much formula and other technical information of value to the chemist.



Cosmetic Fisherman Have Record Catch

Eight cosmetic fishermen spent the morning of August 27 at sea off Point Pleasant, N. J., and returned with 67 blues and bonita weighing well over 200 pounds. Leaving New York, Thursday night, the party motored to Point Pleasant and spent the evening—and a goodly part of Friday morning—shore dining and touring the New Jersey coast resorts under the able direction of chief arranger Jerry Danco. At five-thirty they sailed from Point Pleasant and at eleven were back with their fish.

Boat No. 1 with Charlie Senior (Florasynth), Harry Plaftz, Elliott Odell (Drug Trade News), and Steve Mayham (American Perfumer) took the honors with 45 fish as well as two of the prizes, most fish, 15, to Senior, and first fish to Mayham. Boat No. 2, with Al Mullen (American Perfumers Laboratories), Charlie Maeding (Kathleen Mary Quinlan), Dos Goss and Jerry Danco, captured 22 and Maeding won the prize for the largest fish.

The party was back in New York, just 24 hours after leaving, but they were crowded hours as the camera shots show. Renewal of the rivalry between the two boats is already being planned for next year although at this writing the losers are demanding enormous odds.

Cookson Named Vice-President by Chrystal

Charles B. Chrystal Co., Inc. announces that Thomas F. Cookson has been appointed vice-president, succeeding John Ormiston, who retired September 1 after being associated with the company for 25 years.

Mr. Cookson has been sales manager, which position he will still retain, and is very well acquainted in the cosmetic industry, having been calling on the trade both locally and on the road for many years. He joined the company in 1910.

Varvat Sails on Trip Abroad

Gabriel Varyat, vice-president of Roure-Dupont, Inc., New York, sailed on the *Ile de France* August 26 for a six weeks' trip abroad which will include a conference with the officers of the parent company, Roure Bertrand Fils-Justin Dupont in Paris. He also plans to visit Grasse.

Miss Fielder Back From Europe

Miss Elise Fielder, secretary to Fred Ertel, president of the Ertel Engineering Corp., New York City, has returned from a six weeks' trip in Europe. Sailing on July 7 on the Queen Mary, Miss

Fielder returned August 17 on the Aquitania, having visited England, Holland, Belgium, Germany, Switberland, Italy and France. While in London, Miss Fielder visited the firm's business representative, Sarrow & Jackson, Ltd.

Odell and Rattiner in Cosmetic Merger

The Odell Co., Inc., Newark, N. J., manufacturers of "American Beauty" toilet requisites, has merged with the Rattiner Co. A. Alan Rattiner, owner of the Rattiner Co. is now the chief chemist and general manager for the Odell Co., Inc. He has been the president and chemist of Angel Products, Inc., and also has been the chief chemist for Francine Myra Et Cie. He has been consultant chemist for various manufacturers in the beauty industry for the past three years and couples a knowledge of therapeutics with his technical ability.

Delavigne Back From European Trip

Albert Delavigne, president of Roure-Dupont, Inc., returned on the *Normandie* August ?



Mr. Delavigne

from France where he spent a vacation and also conferred with the principals of the parent company, Roure Bertrand Fils-Justin Dupont. Most of the time was spent in Paris where Mr. Delavigne had an ex-

cellent opportunity to compare conditions in that city with those that existed two years ago when he last visited there. He found unemployment to be very small, probably one-tenth of that existing in the United States. Clubs were crowded, skilled laborers appeared to be employed and general conditions were much improved. In fact, he inferred that there was less talk of war abroad than there is in the United States. As to conditions in the trade he found that prices of jasmin and rose had risen due to the shortage in crops and that generally the business conditions in the Grasse district were much sounder than they have been for some



APPLICATORS for TURNER TUBES

Creation of special applicators for any product that can be tube-packed is part of the close cooperation you receive when you call for service from Turner.

Pharmaceutical ointments are given new, wider usefulness and salability when offered with applicators. We welcome the opportunity of designing an applicator for your particular product.

T U R N E R WHITE METAL CO.. INC.

New Brunswick, New Jersey

Manufacturers of Collapsible Tubes Since 1898

VIOLA NORDA

A Violet odor of the Italian Type, fragrant, with just a touch of the "leaf" character.

A splendid and popular odor for a dusting powder.

Sample submitted upon request.



ESSENTIAL OIL AND CHEMICAL COMPANY, INC.

NEW YORK OFFICE: 601 WEST 26TH STREET CHICAGO: 325 W. HURON STREET ST. PAUL: 253 E. 4TH STREET LOS ANGELES: 685 ANTONIA AVENUE

CANADA: 119 ADELAIDE ST., W. TORONTO



Trelet Planning American Visit

Maurice Trelet, director of Charabot Co., Grasse, France, is planning a visit to the American trade this Autumn and expects to arrive in New York toward the end of September. He will make his headquarters with Ungerer & Co., New York, American representatives for the house of Charabot for many years, and will visit the trade with F. H. Ungerer, president, and other officials of the company. On his former visit, Mr. Trelet's time was so occupied that he was unable to leave New York but this time he plans trips to New England, the Middle West and other sections of the coun-

The house of Charabot has been

completely re-organized and is in a more favorable position to serve its many friends in America than it has been in some years. Senator Eugene Charabot continues his active collaboration with the company, especially in a technical capacity where his fine scientific attainments will be most valuable. The accompanying picture is a new airplane view of the large Charabot plant in Grasse, an imposing group of buildings specially designed and equipped for the production of essential oils and floral products.

Mantius Appointed Flora Representative

Erich G. Mantius, 30 Irving Place, New York, has been appointed American representative for Chemical Works Flora, Dubendorf, Switzerland. Mr. Mantius is well known in the industry and has been engaged for some years in import and export business in essential oils and allied products. The Flora line of aromatic chemicals has been sold in America for many years through several agents, and at one time operated its own branch here.

Danco Appoints Mid-West Representative

Gerard J. Danco, Inc., New York, importers and manufacturers of essential and synthetic oils, chemicals, drugs, etc., have appointed Arthur S. La Pine & Co., 114 W. Hubbard St., Chicago, its representative in the Middle Western territory.

Felton's Baseball Team Successful

The Felton Chemical Co. baseball team is enjoying its most successful season in years with 12 victories out of 15 games played up to September 1st.

The team is uniformed and under the management of Captain Edwin Barbeau plays various teams representing industrial and chemical companies in the New York territory. The team proposes to play until about October 1st and will be glad to arrange games with any company team in the chemical industry.





"BACKING UP"
"CEFCO" SEAL

Headquarters TO THE MANUFACTURERS OF

TO THE MANUFACTURERS OF PERFUMES, COSMETICS, SOAPS, FLAVORS

(Right)
A corner of our Analytical Laboratory. All our purchases must pass rigid tests prior to acceptance



ESSENTIAL OILS
FLOWER OILS
AROMATICS
TINCTURES
RESINS
GUMS

PERFUME BASES
COMPLETED ODORS

(Right)

A corner of our Perfume Laboratory where "CEFCO" creations are born.



(Left)

Part of our Warehousing Space. Over 20,000 square feet for storage of our constant large stocks.

The above views give you an idea of the excellent position we are in as regards to facilities for purchasing, manufacturing and selling. Our personnel is equally well equipped from a standpoint of experience and knowledge of their responsibilities.

California: A. G. Spilker, Danville Chicago: Davis & Davis, Inc., Wrigley Bldg. Cincinnati: E. L. Logan, 626 Broadway



Gordon Returns From Trip

H. R. M. Gordon. New York representative for the National Collapsible Tube Co. and for No-Kap Closures (U.S.A.) has re-

turned from a vacation a n d business trip through Prince Edward Island, Nova Scotia and the Province of New Brunswick. Canada, where he visited department stores and variety shops to observe the trend



of the toilet preparations business in Eastern Canada. He reported that there was a noticeable increase in the number of American cosmetics offered for sale, particularly in Halifax. N.S., and Saint John, N.B., Georgetown and Charlottetown, P.E.I. While in Prince Edward Island, Mr. Gordon visited his mother and also went on a fishing trip with his brother Seymour Gordon, District Commissioner of Schools for Nova Scotia.

Auch Now With Julius Kessler

Ralph H. Auch who for the past six years was chief chemist and superintendent of The American Products Co., Cincinnati, is now in charge of the bottling divisions of the Julius Kessler, Lincoln Inn and Joseph E. Seagram distilleries at Lawrenceburg, Ind.

Porter Returns from Virginia Vacation

Howard D. Porter of the sales staff of the Commercial Solvents Corp., spent his vacation visiting his old home in Staunton, Va., where he attended the famous Staunton Military Academy; and he also visited the Virginia Military Institute at Lexington, where he spent his college years.

Vadsco Appoints Harry Kaufman

Harry Kaufman, for four and one-half years president of the Whelan Drug Stores, Inc., and one of the best known chain store men, has been appointed merchandising manager of V. Vivaudou, Inc. and American Druggists Syndicate, Inc., divisions of the Vadsco Sales Corp., Long Island City, N. Y. Mr. Kaufman brings to his new task a wide acquaintance in the field and a record of having played a very prominent part in the increase of the number of Whelan stores from 2 to 200. He has taken hold of his new work with his usual energy and bids fair to add further to his merchandising success.

Watson Returns From Switzerland

Rupert C. Watson, vice-president and general manager of Firmenich & Co. who recently re-

turned from Geneva, Switzerland, where he attended a conference with the European representatives of Firmenich & Cie. in Geneva, was much impressed with the Paris Exposition which he



Mr. Watson

visited with Mrs. Watson. While in Paris, Mr. Watson was the guest of Maurice Chevron, Paris representative of Firmenich & Cie. Before returning, Mr. and Mrs. Watson visited places of interest in London.

Theile Sails for **Business Tour**

Frederick C. Theile. president of P. R. Dreyer Inc., New York, N. Y., sailed on the Manhattan, August 11, for a business trip



Mr. Theile

to the continent a n d northern Africa. He will visit England, Germany, Hol-land and France and while in Grasse will confer with the officers of Bertrand Frères for whom his company is American agent.

In northern Africa he will visit Morocco, Tunis and Algiers to see the manufacturers of geranium and other essential oils. And in France, incidentally, he will see the distillation of lavender and jasmin in one of the factories of Bertrand Frères. In other countries he will confer with various agents and principals of his company. Mr. Theile expects to returns on the Rex in September, accompanied by Emile Schlienger, senior partner of Bertrand Frères.

Meyer Brothers 85th Anniversary

On September 12, Meyer Brothers Drug Co. celebrated its 85th Anniversary.



The best vacation is a change. And while digging for sales may not always look so hard, Norm Atkinson of Al. Rosenfeld, Inc., and Lee Rudolph, toiletries for The Broadway, Los Angeles, apparently really went at things the hard way. And iudging from those genial grins they must have found the treasure.



ENTHUSIASTIC CONSUMER ACCEPTANCE OF APLI COSMETICS INCREASES SALES...

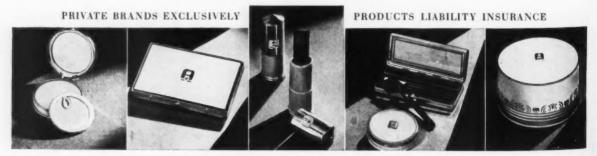
It is the privilege of APLI to manufacture cosmetic specialties for a distinguished group of private brand distributors. Our clients, without exception, attribute their outstanding sales increases to the fact that the uniformly superior qualities of APLI lipsticks, rouges and other specialties win the enthusiastic acceptance of consumers. We will be pleased to quote on your requirements.

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

In Canada: 1015 St. Alexander Street, Montreal, Quebec



64

The American Perfumer

Lacquers, Inc. Now "Snowtex" Agents

Lacquers, Inc., mannfacturer of nail polish and lacquers, has been granted the exclusive sales rights all over the world on "Snowtex". Marketing research was carried on by T. Gostage Leek who hitherto has also handled sales of the products. Lacquers, Inc., was organized by William M. Van Ostrom to manufacture a line of finger nail polish and removers which are sold in bulk. Under Mr. Van Ostrom a sales organization has been built up with agents in the principal cities and also in some of the foreign countries. As in the past an intensive campaign is to be inaugurated to establish a wide market for "Snowtex" and the other products of the company.

Lucien Lelong Visits America

Lucien Lelong, important Paris stylist and head of the Paris house of Lucien Lelong, arrived in New York August 30 on the Normandie. He will visit the Chicago headquarters of his company and confer with Joseph S. Stein, president of the American organization, regarding future sales plans.

New Products

Orange Blossom Concentrate

Magnus, Mabee & Reynard, Inc., New York City, has perfected "Orangesol M M & R," a concentrate possessing the rich odor of orange blossoms. One ounce of the new concentrate makes a gallon of imitation orange flower water when mixed with water or aqueous solution.

Vials for Breath Sweeteners

"For years, experiments have been carried on to produce the ideal breath sweetener—a formula which would remove offensive breath without substituting an odor of its own. Candy Crafters, Inc., of Lansdowne, Pa., have created just such a product in their 'Q-Ts—Instant Breath Sweeteners.'

"In selecting a suitable package for 'Q·Ts', tinfoil, cellophane and glass were considered—and Kimble Glass Vials with Re-Seal-It caps were the final choice. Says Mr. Chas. E. Winters of Candy crafters: 'We selected Kimble Vials because they combined all of the following advantages: (1)—Visibility of product. (2)—Air-tight protection. (3)



—Accessibility of contents. (4)—Freedom from debris as in case of 'wrapped packages.' (5) — Assurance against worn appearance.'

Ti Tree Oil

R. F. Revson Co., New York, is now in position to furnish out of stock genuine Australian ti tree oil. While there has been some mention of this material in current periodicals hitherto the item has not been apparently available in the American market.

"Ti tree oil is an essential oil derived from an Australian plant whose botanical name is Melaleuca Alternifolia. The oil itself has a mild aromatic note which is agreeable but which is possibly not of a type which would suggest its use for perfuming. Nevertheless, this odor can be modified by suitable perfume oils so that its use in cosmetics is indicated.

"The oil is of great interest because it is non-toxic and possesses a germicidal power 11 times greater than carbolic acid. It is unique in that it is not only a non-irritant but a germicide of unusual high power which penetrates quickly into the skin.

"The use of ti tree oil seems to be fairly well known in Australia but almost unknown in this country.

"In cosmetics it would seem desirable to use ti tree oil in creams, lipsticks as well as other items to avoid growth of bacterial as well as to exert a mild healing effect on the tissue. It would seem very probable that it might be found very useful in an after-shave lotion to heal up minor abrasions incurred through shaving."

Perfume Compound

Compagnie Parento Inc., Crotonon-Hudson, New York, has just introduced a new perfume odor called "Fraygrelle," which it recommends as being suitable for practically all types of cosmetics. The company's chemists have worked on this for almost a year until they were satisfied that this product would be satisfactory and lasting.



The Mixing Equipment Co., Rochester, N. Y. held its annual sales conference of the Northeastern Division at the home office August 13 and 14. F. H. Gordon, president and E. S. Bissell, sales manager headed a list of speakers. Here is the sales group assembled in front of the company's plant.

CANADIAN NEWS and NOTES



Meeting of N. S. Druggists

The annual convention of the Nova Scotia Pharmaceutical Association was held at White Point Beach Lodge, Liverpool, N. S., with approximately 100 delegates in attendance. The chief topic under discussion at the various business sessions was the problem of controlling sales and consumption of habit-forming drugs. The delegates felt that not only in the interest of the public, but also in the interest of the pharmaceutical trade, some control should be established.

New Toronto Company Formed

A new firm which has been incorporated is Drug Commodities Ltd, with headquarters in Toronto. The company is carrying on the business of importing and exporting, with A. L. Mackay, D. M. Tait and W. W. Fair as directors.

Druggists Adopt Code of Ethics

The druggists of British Columbia, at their Convention recently held here, endorsed the Code of Ethics, draft of which had been submitted by the Canadian Pharmaceutical Association. This question was introduced for the first time at the Canadian Pharmaceutical Association Convention in Victoria

by J. H. Best of North Battleford, Sask., who was then president of the National Association. It was referred to a committee comprising the heads of the various colleges of pharmacy across the Dominion.

Perfumers Golf Party Held

The annual autumn golf tournament of the Toronto Branch of the Association of Canadian Perfumers and Manufacturers of Toilet Articles was played September 13 at the Scarboro Golf Club. It opened the Fall season of the local association activities. On the committee were—E. P. Layton, Stan Beardmore, Fred Fielder and Danny McManus. Following the tournament there was a dinner which took the place of a regular monthly meeting for September when the presentation of prizes was made.

Edward M. Ahearn

The sudden death of Edward M. Ahearn who had been active in the drug trade of Ottawa city for more than 40 years came as a shock to his many friends here. Having returned from his holidays, he was on duty at his store the day prior to his death.

Mr. Ahearn served his apprenticeship with H. F. McCarthy, former Ottawa druggist, and graduated from the O. C. P. in 1897. Later he became associated with Kirby Bros., then operating the store at Arthur and Somerset Sts. He took this business over himself in 1910 and operated in the same location until his death.

Hargreaves to Represent Zonite

Zonite Products Corp., St. Theresa, Quebec, announced the appointment of P. Hargreaves to their sales organization. He will represent the company in Ontario.

George Martin

George Martin, sales manager of Chas. E. Frosst & Co. of Montreal, died suddenly in his 46th year. Mr. Martin had occupied the position of sales manager for the Frosst company for the past several years and was well known in the drug trade.



Louis A. Rosett, president and Dr. William Lakritz, secretary of Florasynth Laboratories, Inc., New York, are confirmed air travellers. Here they are shown, leaving a Chicago convention for their New York headquarters. The Canadian operations of the company were recently consolidated under a new subsidiary, Florasynth Laboratories (Canada: Ltd., of Montreal.



THESE COMPANION BOXES

in black and silver, for bath and face powder, fairly sparkle with smart modernity—in appearance, in expert and smooth-functioning craftsmanship...Whether you submit a simple or elaborate design you'll find that we can produce exactly what you want.

E. N. ROWELL CO., INC.

BATAVIA . NEW YORK

New York Office: SEWELL H. CORKRAN 30 East 42nd St., Phone: MUrray Hill 2-3447

Chicago Office:
HAROLD G. MacKAY 444 W. Grand Ave., Phone: SUperior 1676
Hollywood Cal. Office:

Hollywood, Cal., Office: C. H. E. DUNN, Guaranty Bldg., 6331 Hollywood Blvd., Phone: HOllywood 0111 Boston Office: H. P. TUCKER 52 Chauncey Street, Phone: Hancock 0398

St. Louis Office: THE DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St., Phone: Central 3544

Detroit Office: H. E. BROWN, 2842 W. Grand Blvd., 319-321 Curtis Bldg., Phone: Trinity 2-0191

NEW YORK MARKET REPORT

REPORTS of greater purchasing power, the ability of the market to withstand the usual mid-summer dullness, together with threat of higher replacements are but a few factors responsible for the optimism that prevails throughout the market for perfumers materials, and those articles which go into the manufacture of fancy soaps and toilet preparations.

Outstanding in the way of price developments in essential oils were substantial advances in Califorina lemon and anise, and slight gains in citronella. Makers of lemon oil pointed out that the advance in price was fully justified in keeping with the general strengthening of the market. The future concerning anise oil is regarded as serious. Toward the early part of last month importers experienced considerable difficulty in securing good quality oil from the source, and toward the close shippers were forced to withdraw all offerings because of the hostilities. Cassia failed to show any material change, but future supplies of this oil are likewise threatened.

Most of the domestic oils present a very interesting picture. The farmers, it is pointed out, are in a much better financial position this year and for this season seem highly indifferent when making offers. Mint oils are very unsettled, and it is likely that they will remain so until distillation gets well underway. If the reports of a small yield prove true, then it is likely that much higher prices will be seen. The outlook concerning wormseed is very bullish, and such articles as tansy, and erigeron display considerable strength.

Although there was no serious break in soap oils, nevertheless the tone of the market was rather soft largely because of a declining market for tallow and a seasonal lull in general buying. In the case of coconut oil however there appeared to be little material available for prompt or nearby delivery. Production of crude coconut oil during the quarter ending in June amounted to 56.353,147 pounds and factory and warehouse stocks 94,830,620 pounds.

There are a number of aromatic chemicals which failed to follow the upward trend of other commodities earlier in the year, but manufacturers are inclined to look upon the closing months of the year with greater confidence hoping that the usual seasonal upturn in buying will have some influence on the tone.

Because of the uncertainty caused by conditions existing in the country where the raw material is secured, the situation in anethol has developed a firmer tone. Anisic aldehyde was also influenced by the Far Eastern crisis. Sellers of this article have been more or less reserved due to the conflict which had all the indications of becoming more serious. Quotations on hydroxycitronellal remained at the standard of the conflict which had all the indications of becoming more serious.

The market for balsam of Copaiba staged a sharp recovery over the past month. Quotations had reached such a low point late in July that shippers refused to accept additional orders.

Buyers of beeswax appeared to be carrying fair size reserve stocks. As a result trading was along quiet routine lines. Exports of beeswax to the United States from Habana, Cuba for the first half of this year amounted to 227,097 pounds with a value of \$65,581 in contrast to 188,700 pounds valued at \$46,407 during the first half of last year. Although European countries buy certain quantities of Cuban wax, at least 95 percent of the total exports are made to the United States, and practically all shipments from the Island are from Habana.

For a time the menthol market appeared to be a little excited because of the hostilities between China and Japan. Since the fighting is in China however, importers here con see nothing in the immediate outlook that would lead to any drastic change in the situation. The crude glycerine market continued to display a heavy tone. Because of the downward trend of the market earlier in the year a number of buyers failed to cover their requirements for the final half. thus it is believed that there is a lot of buying to be done when general business improves.

Japan Making Perfumes and Flavors from Camphor Oils

The use of camphor by-product oils as raw material in its growing aromatics industry has given new life to Japan's camphor trade, which in recent years has suffered severely from overseas competition, particularly in Germany, the United States, and in other countries where camphor is being manufactured synthetically from turpentine, according to the Department of Commerce.

While official figures are lacking, estimates place the amount of camphor by-product oils used in Japan's aromatic chemical industry at approximately 3,000,000 kilos per annum, according to reports received by the Commerce Department's Chemical Division from Trade Commissioner C. H. Boehringer, Tokyo. As these oils contain a great variety of aromatic materials they are utilized in the manufacture of many synthetic flavors, perfumes, and other aromatic products, the annual value of which aggregates in the neighborhood of 3,000,000 yen, according to trade estimates.

The large increase in domestic production of aromatics has greatly reduced Japan's imports of such products in recent years, according to the report.

According to one of the leading producers, the synthetic aromatic chemical industry of Japan is now developed to the extent of supplying the large bulk of domestic demand for such products, and within a few years supplies of certain lines will be available for export.

While camphor by-product oils are the most important materials used by Japan's synthetic aromatic chemical manufacturers, considerable use is also made of coal-tar derivatives, the report states.

Avocado Oil in Demand

Supplies of avocado oil imported into the United Kingdom are obtained chiefly from California but now the production of the oil in South Africa for export is under consideration. Producers in South Africa are attempting to capture a share of the British trade. Avocado oil is used chiefly in the preparation of cosmetics.

PERFECTION



COLLAPSIBLE TUBES and
METAL CAN SPOUTS

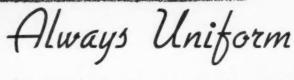
WHITE METAL MFG. COMPANY

HOBOKEN, NEW JERSEY

CHICAGO OFFICE: CHARLES A. RINDELL, INC., 64 WEST RANDOLPH STREET
DETROIT OFFICE: R. M. STEVENSON, DONOVAN BUILDING

NEW YORK OFFICE: F. L. BUTZ, 393 SEVENTH AVENUE





Always light in color . . . always sweet in odor . . . always satin-smooth in texture. In **ALL WAYS** Nimco Lanolin meets every requirement for a better Lanolin.

Try it and see the improvement. Testing samples available.



WE SUPPLY THESE BOOKS

American Soap Maker's Guide (Meerbott & Stanislaus) \$7.50	How to Sell Cosmetics (Edyth T. McLeod) \$2.00
Basis of Light in Therapy (Dr. Herman Goodman) 5.00	Industrial Chemistry of Fats and Waxes (Hilditch). 6.00
Chemical Formulary (Bennett), Vol. I. 6.00 Vol. II 6.00 Vol. III 6.00	Le Livre du Parfumeur (Cola) in FrenchFr.500,00 Lexicon der Kosmetischen Praxis (R. Volk and Dr. Fred. Winter)
Chemistry of Essential Oils and Artificial Perfumes (Parry), Vol. I	Manual for the Essence Industry (Walter) \$4.00 Liquor Chapters Supplement
Condensed Chemical Dictionary, cloth bound	Vol. III Fr.220.00 Modern Soap Making (Thomssen & Kemp) \$7.50
Cosmetic Dermatology (Dr. Herman Goodman) 6.50 Cosmetics and Your Skin (Dr. Herman Goodman) 1.50	National Formulary, VI 5.00 Non-Intoxicants (Nowak) 6.00
Cream of Beauty (H. S. Redgrove) 1.75 Custom House Guide, 1937 Edition (7 volumes in 1, including Port Sections, Reciprocal Trade Agree-	Paint, Powder and Patches (H. S. Redgrove) 2.25 Perfumes, Cosmetics and Soaps (Poucher)
ments, Import Commodities Index, Customs Tariff Act, Customs Regulations and General Information American Import & Export Bulletin included as monthly supplement	Vol. I, Fourth Edition 8.00 Vol. II, Fifth Edition 8.00 Vol. III, Fifth Edition 7.00 Pharmaceutical Formulas, Vol. II 4.25 Practical Flavoring Extract Maker (Kessler) 4.00
Die Aetherischen Oele (Gildemeister & Hoffman) Vols. I, II and III (each)	Rational Pharmaceutical Treatment of Common Skin Diseases (Dr. Herman Goodman)
In German	Record of Specially Denatured Alcohol (H. W. Eddy) Cloth Bound, 150 pages 2.00 Riechstoffe and Parfumierungstechnik (Winter)
Flavors and Essences (Gazan)	In GermanRM32.00
Formulaire de Parfumerie—Vol. 2 (Ĉerbelaud) Fr.200,00 Formulaire du Chimiste-Parfumeur et du Savonnier (R. M. Gattefosse) \$2.50 Hair-Dyes and Hair-Dyeing (Redgrove & Foan) \$2.25	Scent and All About It (H. S. Redgrove) \$1.25 Scientific American Cyclopedia of Formulas 5.50 Soap (Simmons) 1.00 Spices and Condiments (H. S. Redgrove) 4.50
Handbuch der Gesamten Parfumerie und Kosmetik (Winter) in German	Twentieth Century Book of Recipes, Formulas and Processes 4.00
In German	U. S. Dispensatory, XXII 15.00 U. S. Pharmacopoeia, XI 5.00
Prices quoted in foreign exchange subject to rate of exchange on day of receipt of	of order. Please remit with order, by N. Y. Draft, Money Order or Stamps to

ROBBINS PERFUMER CO., Inc.

(Book Dept.)

9 East 38th Street, New York City

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS	S	Cassia rectified, U. S. P	1.10@	1.25	Turkish		
Almond Bit., per lb	\$2.50@ \$3.00	Cedar leaf	.95@	1.15	Ginger	8.25@ 9.50	
S. P. A.		Cedar wood	.24@	.26	Grapefruit	2.10@ 3.00	0
		Cedrat	4.15@		Conc	. 24.00@	
Sweet True		Celery	12.00@ 1	4.50	Guaiac (Wood)	\$3.10@ \$3.50	0
Apricot Kernel		Chamomile(oz.)	5.50@	8.00	Hemlock	1.05@ 1.25	
Amber rectified		Cherry laurel		15.00	Hops(oz.)	8.50@ 13.00	
Ambrette(oz.)		Cinnamon		25.00			
Amyris balsamifera	3.00@ 3.25	Citronella, Ceylon	.42@	.46	Hyssop	40.00@ 50.00	a.
Angelica root	75.00@	Java	.50@	.53	Junper Berries	1.20@ 1.45	5
seed	90.00@	Cloves Zanzibar	1.18@	1.25	Juniper Wood	.50@ .60	0
Anise, U. S. P	.85@ .90			20.00	Laurel	6.50@ 8.00	0
Aspic (spike) Span	1.35@	Cognac					-
French	1.55@	Copaiba	.64@	.66	Lavender, French	3.50@ 7.50	
a contract of the contract of	5.50@ 6.25	•		om'l.	Lemon, Italian		0
Balsam, Peru		Croton	1.35@	1.45	Calif		
Balsam, Tolu, oz	4.25@	Cubebs	2.85@	3.00	Lemongrass		-
Basil(oz.)	2.40@ 2.60	Cumin	8.60@	9.00	Limes, distilled		
Bay	1.55@ 1.75	Curacoa peels	4.85@	5.25	expressed	10.25@ 12.00	0
Bergamot	3.75@ 4.00	Curcuma	3.00@		Linaloe	1.20@ 1.30	0
Birch, sweet	1.65@ 3.25	Cypress	12.00@		Lovage	65.00@ 72.00	0
Birchtar, crude	.15@ .18	Dillseed	2.80@	3.85	Mace, distilled	1200 14	^
Birchtar, rectified	.75@ .85			3.03			
Bois de Rose	1.35@ 2.75	Elemi	1.65@		Mandarin		
Cade, U. S. P	.50@ 55	Erigeron		2.30	Marjoram	6.30@ 6.7	
Caieput	.56@ .71	Estragon	32.00@ 3	35.00	Melissa	4.00@ 4.2!	
Calamus	3.50 Nom'l.	Eucalyptus	.45@	.50	Mustard, Genuine		
Camphor "white"		Fennel, Sweet	1.10@	1.20	artificial	1.95@ 2.2!	5
			_		Myrrh	10.00@	
Cananga, Java native		Galbanum	15.00@		Myrtle	3.35@ 3.75	5
rectified		Geranium, Rose	4.000		Neroli, Bigarde, P.	115 00@130 00	0
Caraway	2.05@ 2.20	Algerian	4.00@	5.00	Petale, extra		
Cardamon, Ceylon		Bourbon	3.85@	4.35			U
Cascarilla	55.00@ 75.00	Spanish	12.00@		(Continued on page	73)	



modernized packages will not sell

The Modern and up-to-date Face Powder employs



"COTTRELL PROCESS" TALC

Sole Distributors:

Whittaker, Clark & Daniels, Inc.

260 West Broadway

New York City



Your own brand of cosmetics . . .

must bring you a satisfactory profit but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

Check in the appended list the items you wish to stock, or send for one of our confidential price lists. This carries no obligation to purchase.



We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!

CREAMS

Acne All Purpose Bleach Cleansing Cocoa Butter Cold

Cold Foundation Lemon Tissue Beauty Mask Clay Pack Deodorant

SUNDRIES

Rouge Compact Lip Sticks

Sundries (Cont'd) Liquids (Cont'd

Cream Rouge After Shave Eye Shadow Lotion Dusting Powder Deodorant

LIOUIDS

Perfumes
Toilet Water
Shampoo
Hair Tonic
Lotions
Skin Tonics
Astringent
Brilliantine
Powder Base

Muscle Oil

FACE POWDER

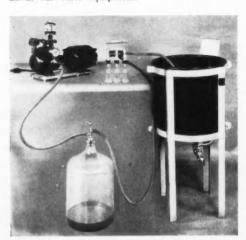
More than 70 shades of the highest grade in Light, Med. and Heavy weight carried in stock. The quality of our Face Powder has a world wide reputation.



9200-9210 Buckeye Rd., Cleveland, Ohio

ERTEL PORTABLE VACUUM BOTTLE FILLERS AND GLASS LINED TANKS

For the perfect handling of your perfumes and other liquids, use Ertel Portable Vacuum Bottle Fillers together with Ertel Glass Lined Tanks. Write us for further particulars;—also inquire about our other equipment.



ERTEL ENGINEERING CORP.

DEPT. F. 120 EAST 16th STREET . NEW YORK, N. Y.



The most flexible labeling machine. Easily equipped for labeling any size bottle or jar. Many exclusive mechanical features, developed by manufacturing experience of more than thirty-five years.

Economic Machinery Company

WORCESTER, MASS.

Makers of complete line of automatic and semi-automatic labelers.

(Continued from pag	o 713		Verbena 4.00@ 8.50	Amyl Acetate
Nutmeg	1.30@	1.40		
Olibanum	5.00@	5.25	Java 15.00@ 25.00	Amyl Cinnamate 2.50@
Orange, bitter	2.25@	2.60	Wintergreen 3.35@ 8.00	Amyl Cinnamate Aldehyde 2.50@ 3
sweet. W. Indian	2.25@	2.50	Wormseed 2.90@ 3.10	Amyl Formate 1.60@ 1
*******	3.00@	4.10	Wormwood 2.90@ 3.25	Amyl Phenyl Acetate 3.00@ 4
Italian			Ylang-Ylang, Manila 22.00@ 30.00	Amyl Salicate
Spanish	3.00@	3.25	Bourbon 5.00@ 8.00	Amyl Valerate 2.00@ 2
Calif. exp	2.50@		5.000 5.00	Anethol 1.20@ 1
dist.	.90@		TERPENELESS OILS	Anisic Aldehyde 3.00@ 3
Orris root, con. (oz.)	5.25@	5.50	9 2250 400	D 1111 115 D 000
	35.00@	50.00	Bay 3.25@ 4.00	Benzalydehyde, U. S. P90@
Orris Liquid	18.00@	25.00	Bergamot 9.50@ 14.00	F. F. C 1.55@ 1
	10.00@	11.00	Clove 4.00@ 5.00	Benzophenone 1.45@ I
			Coriander 40.00@	Benzyl Acetate
Patchouli	5.00@	8.00	Geranium 8.00@ 12.50	Benzyl Alcohol
Pennyroyal Amer	1.85@	2.10	Grapefruit 45.00@ 60.00	Benzyl Benzoate 1.00@ 1
French	1.50@	1.65	Sesquiter 'less 85.00@	Benzyl Butyrate 5.00@ 6
Peppermint, natural	2.60@	2.75	Lavender 8.00@ 8.50	Benzyl Cinnamate 6.25@ 8
redistilled	2.85@	3.00	Lemon 15.00@ 25.00	Benzyl Formate 3.50@
Petitgrain	1.15@	1.40	Lime, ex	Benzyl Iso-eugenol 11.50@ 13
French	2.35@	2.50	Orange, sweet	Benzylidenacetone 2.50@ 4
Pimento	2.75@	4.50	bitter 90.00@115.00	Borneol
Pine cones	3.00@		Petitgrain 3.25@ 3.75	Bornyl Acetate 1.50@ 5
Pine needles, Siberia	1.00@	1.15	Rosemary 2.50@ 4.00	Bromstyrol 4.50@ 5
Pinus Sylvestris	1.45@	1.75	Saga, Clary 90.00@	Butyl Acetate
Pumilionis	1.50@	1.75	Vetivert, Java	Butyl Propionate 2.00@
et !: 1 '4 1'	2100	2.25	Ylang-Ylang	
Rhodium, Imitation	2.10@	3.25	Trang-Trang 20.00@ 35.00	Butyraldehyde 12.00@
Rose, Bulgaria (oz.)	6.00@	12.00	DERIVATIVES AND CHEMICALS	Carvene 1.15@
Rosemary, French	60@	.75	A	Carvol 4.00@ 4
Spanish	.65@	.80	Acetaldehyde 50% 2.00@	Cinnamic Acid 4.00@
Sage	1.70@	2.00	Acetophenone 1.35@ 2.00	Cinnamic Alcohol 3.00@ 3
Sage, Clary	25.00@	30.00	Acetyl Iso-eugenol 7.50@ 8.00	Cinnamic Aldehyde 1.45@ 2
Sandalwood, East India	5.50@	6.00	Alcohol C 8 16.00@ 20.00	Cinnamyl Acetate 8.00@ 12
Australia	4.75@	5.75	C. 9 26.00@ 40.00	
Sassafras, natural	1.05@	1.25	C. 10 21.00@ 28.00	Cinnamyl Butyrate 12.00@ 14
artificial	.39@	.42	C 11 20.00@ 25.00	Cinnamyl Formate 13.00@
Spearmint	2.00@	2.15	C 12 14.00@ 25.00	Citral C. P 2.00@ 2
	11.25@	13.75	Aldehyde C 8 30.00@	Citronellal
Spruce	1.05@	1.25	C. 9 45.00@ 70.00	Citronellol 2.00@ 2
Styrax	5.75@	10.00	C 10	Citronellyl Acetate 3.50@ 5
Jiyiak	5.75@	10.00	C 11	Coumarin 3.00@ 3
Thyme, red	1.10@	1.40	C 2 26.00@ 32.00	Cuminic Aldehyde 35.00@ 52
White	1.05@	1.25	C 14 (so-called)\$13.00@	Dibutylphthalate
Valerian	14.00@		C 16 (so-called) 13.00@	
valerian	14.000	17.30	C 10 [50-called] 13.00@	(Continued on page 74)



One hundred years of experience behind U.S.I. products assure you of consistent purity. Fifteen U.S.I. sales divisions throughout the country are your guarantee of prompt deliveries and ready service. Insure yourself with this double protection—uniform products and efficient service—by specifying U.S.I. alcohols.

U. S. INDUSTRIAL ALCOHOL CO. 60 EAST 42ND STREET, NEW YORK

World's Largest Producers of Industrial Alcohol

(Continued from page	e 73)		Methyl Acetophenone	1.35@	2.10	Styralyl Alcohol	20.00@	
		27	Methyl Anthranilate	2.25@	3.00	Terpenyl Acetate	1.00@	1.50
Diethylphthalate	.32@	.37	Methyl Benzoate	1.00@		Terpineol, C. P		
Dimethyl Anthranilate	7.00@	8.50	Methyl Cinnamate	3.00@		Thymene	.45@	
Dimethyl Hydroquinone	2.65@	3.75						
Dimethylphthalate	.50@	.60	Methyl Eugenol	3.35@		Thymol	1.55@	1.65
Diphenlymethene	1.70@	2.25	Methyl Heptenone	2.50@		Vanillin (clove oil)	3.65@	5.15
Diphenyloxide	1.20@		Methyl Heptine Carbonate	25.00@	.28.00	(quaiacol)		
- iphonyman 1111111111			Methyl Iso-eugenol	7.00@	12.00	Vetiveryl Acetate	30.00@	
Ethyl Acetate	.30@	.50	Methyl Octine Carbonate	26.00@	32.00			
Ethyl Anthranilete	6.25(0)	8.25	Methyl Peracresol	3.75@		Violet Ketone Alpha	5.00@	
Ethyl Benzoate	1.20@	1.75	Methyl Phenylacetate	2.10@		Beta		
			Methyl Salicylate	.42@	.50	Methyl	5.25@	8.00
Ethyl Butyrate	1.00@	1.25						
Ethyl Cinnamate	3.50@	4.00	Musk Ambrette	4.20@		Yara Yara (methyl ester)	1.50@	1.75
Ethyl Formate	1.00@	1.25	Ketone	4.35@				
Ethyl Propionate	1.25@	2.50	Xylene	1.25@	1.40	BEANS		
Ethyl Salicylate	1.15@	2.50						
Ethyl Vanillin	10.75@	15.00	Nerolin (ethyl ester)	1.50@	1.75	Tonka Beans, Para	1.25@	1.40
Eucalyptol	.58@	.70	Nitrobenzol	.15@		Angostura		2.75
			Manual Annatata			ringonara tritiriri	-1100	
Eugenol	2.35@	3.25	Nonyl Acetate	46.00@	48.00	Vanilla Beans		
Geraniol, dom	1.10@	2.60	Octyl Acetate	35.00@	40.00	Mexican, whole	4.40@	4.75
Geranyl Acetate	1.70@	3.00	Ociyi Aceraie	33.00@	10.00	Mexican, cut	4.20@	
		8.00	Paracresol Acetate	4.00@	5.50	Bourbon, whole		
Geranyl Butyrate	6.00@		Paracresol Methyl Ether	3.00@		South American		
Geranyl Formate	5.00@	7.00				South American	7.23(0)	7.50
11.15.1	0.000		Paracresol Phenyl-Acetate	8.75@				
Heliotropin, dom	2.20@	3.00	Para Cymene (gal.)	1.25@		SUNDRIES AND DE	UGS	
foreign		2.50	Phenylacetaldehyde 50%	2.50@				
Hydratopic Aldehyde	25.00@	27.50	100%	6.85@	9.75	Acetone	.05@	.061/2
Hydroxycitronellal	2.00@	6.50	Phenylacetic Acid	2.25@	4.00	Acid, muriatic, 18°, 100	_	
			Phenylethyl Acetate	2.95@	5.60	pounds	1.50@	2.45
Indol, C. P (oz.)	2.10@	4.50	Phenylethyl Alcohol	3.00@		Sulfuric 66°, ton, drms	28.00@	
Iso-borneol	2.30@			16.00@	7.23	Alcohol, 190-pf. gal	4.14@	
Iso-butyl Acetate	2.65@				10.00	Almond meal		
Iso-butyl Benzoate	2.75@	3.25	Phenylethyl Butyrate	8.00@			.21@	
Iso-butyl Salicylate	3.00@	6.00	Phenyl Formate	12.50@	18.00	Aluminum chloride		
			Phenylethyl Propionate	9.50@		Ambergris, ounce	23.00@	30.00
Iso-eugenol	3.50@	3.60	Phenyl Valerianate	16.00@				
Iso-safrol	2.00@		Phenylpropyl Acet	8.00@	11.00	Balsam, Copaiba	.32@	.34
			Phenylpropyl Alcohol	4.50@				
Linalool	2.10@	4.75				Peru		
Linalyl Acetate 90%	2.45@	3.75	Phenylpropyl Aldehyde	8.00@	12.00	Tolu	.52@	
			Rhodinol	10.000	10 50	Beeswax, white	.40@	.45
Linelyl Anthranilate			KNOGINOI	10.00@	10.30	yellow	.29@	.32
Linalyl Benzoate	10.50@		Safrol	.63@	.75	Bismuth sub-nitrate	1.13@	
Linalyl Formate	9.00@	12.00			./5	Borax, crystals, carlot, ton		58 00
	_		Santalyl Acetate	22.50@		Boric Acid, ton		
Menthol, Japan	3.20@	3.35	Skatol C. P				-	140.00
Synthetic	2.25@	3.00	Styralyl Acetate	10.00@	15.00	(Continued on page	771	

valerates

AMYL VALERATE * ETHYL VALERATE * ISO-VALERIC ACID

These products are useful in Black Walnut, Grape and many other synthetics •

THE NORTHWESTERN CHEMICAL COMPANY

INCORPORATED 1882
The Largest Makers of Butyric Ether in the World
WAUWATOSA WISCONSIN

VELIZAR BAGAROFF · OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

Sole Agents for the United States: W. J. BUSH & CO., Inc., New York
Sole Agents for Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

OIL LAVENDER ALTITUDE

It costs more than inferior oils; - It's real Lavender.

Selected from the finest producing regions, representing the highest standard in quality, odor, uniformity.

"ye Olbeste Effence Diftillers"

W. J. BUSH & CO.

EW YORK, N.Y

LONDON • MITCHAM • MESSINA • GRASS

HAVE you written for Details on this NEW No. 17 type A IMPROVED AUTOMATIC tube filling, closing and crimping machine for SEALING COLLAPSIBLE TUBES ?

If not, you will want to do so at once—for the famous COLTON CLOSURE machine has been greatly improved and simplified.

It now offers you these new advantages:

- 1. Motor is underneath, out of the way.
- 2. Equipped with REEVES drive for speed
- 3. New design filling head makes machine operation more smooth than before.
 - 4. Start and stop push button switch.
- 5. Two handy levers. One for starting machine proper. One for stopping starting filling mechanism.

You get all these improvements—at no increase in price! Write TODAY for a sample tube and full information on this machine!

ARTHUR COLTON CO. 2604 JEFFERSON AVE., EAST,



ESSENTIAL OILS

we have been supplying the

- careful buyer -

for three score years

Oil Bay

- " Bois de Rose Brazilian
- " Cassia Redistilled U.S.P.
- " Cananga Rectified
- " Geranium African
- " Geranium Bourbon
- " Lemon Italian
- " Orange Italian
- " Peppermint Natural
- " Peppermint Redistilled

Vanilla Beans

We carry complete stocks of the various qualities, and will be happy to submit samples and quotations at your request.

Tonka Beans

We cordially invite your inquiries.



ARTHUR A. STILWELL & CO.

NCORPORATED

- IMPORTERS - EXPORTERS - MANUFACTURERS 601 W. 26th ST. 350 N. CLARK ST.
NEW YORK CHICAGO

"AN UNIMPAIRED RECORD SINCE 1878"

SUBSTITUTE for Ltalian TALC

THE recognized standard of quality in the cosmetic industry is, and always has been, ITALIAN TALC.



Users of talc throughout the world know that the natural rockstone found in Italy produces a superfine product. Besides having an unusual silky texure, it has all the features that are most desired.

There is no substitute for ITALIAN TALC.

CHARLES MATHIEU

Exclusive representatives of the Italian Producers
120 LIBERTY ST., NEW YORK, N. Y.



Dependable Uniform QUALITY

STEARATE OF MAGNESIUM

Light, Great Adhesiveness, Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen. Made to satisfy most exacting requirements.

STEARATE OF ZINC

Odorless, Impalpable. Pure White. Water Resisting. Great Adhesiveness. Light or Heavy as desired. Highest standard of Purity and Uniformity.

We manufacture the foregoing on a large scale. Prompt deliveries in any quantity from one barrel to a carload. STOCKS CARRIED: Chicago, St. Louis, San Francisco, Los Angeles, Kansas City, Mo., Des Moines, New Orleans

hamical Products Co

53-33rd Street; Brooklyn, N. Y.

(Continued from page 74)	Orris root, powd	OILS AND FATS
Calamine \$.16@ .20	Paraffin	Tallow, N. Y. C. extra \$.07% @
Calcium, phosphate08@ .08¾		
Phosphate, tri-basic13@ .15		121/ @ 12
Camphor	Potassium, Carbonate14@ .1	
Castoreum	80@85%	Coconut Oil, tanks101/2 @
Cetyl Alcohol	Hydroxide U.S.P36@ .3	7 Corn Oil, distilled, bbls103/4 @ .11
Pure 1.90@ 2.15	88@92%	Red Oil, distilled, tanks103/4 @
Chalk, precip		White, drums
Cherry laurel water, din 4.75@ 5.25		Stearic acid
Citric acid	Quince seed	
	,	Triple pressed151/4 @ .161/4
Civet, ounce 5.00@ 5.50		Saponified
Clay, Colloidal		Castor No. I, tanks 10 @
Cocoa butter lump	Rose leaves, red 1.95@ 2.1	Coconut, Manila Grade.
Cyclohexanol (Hexalin)30@	Rose water, din 4.75@ 5.0	
		Tanks
Fuller's Eearth, ton 15.00@ 33.00		Corn, crude, Midwest
Tallet's Boaring for transcription		15 mill, tanks
C 4-11-11- 200 20	Saponin 1.70@ 1.7	75 Cotton, crude, Southeast,
Gum Arabic, white	Salt, works, ton 14.80@ 15.5	50 tanks
Amber	Soap, neutral white19@ .2	
Gum Benzoin, Siam 1.20@ 1.45	Sodium, Carb. Crys	Lard, common No. 1 bis .1174 @
Sumatra	58% light, 100 pounds . 1.23@ 2.3	7 Poots, barrels
Gum galbanum	Hydroxide, 76% solid, 100	Palm, Niger, casks05/4 Nominal
Gum myrrh		01 1 1 1 1 0
Henna, powd	Silicate, 40°, drums, works, 100	
	pounds	Soya beans, mill, tanks081/2 @
Hydrogen peroxide	Spermaceti	78 Tallow, acidless, barrels 12 @
	Styrax	00 Whale Refined, barrels 101/2 @ .103/4
Kaolin	Sulfur, precip	20
Labdanum		
Lanolin, hydrous	Tartaric acid	GLYCERINE
anhydrous	Titanium oxide	2
annyarous	Tragacanth, No. 1 3.00@ 3.5	50 C. P., drums extra 211/2 @ .22
		Dynamite, drums extra211/2 @ .22
Magnesium, Carbonate0634@ .071/2	Themanolamine	
Stearate		Saponification, drums141/2 @ .15
Musk, ounce 15.00@ 25.00	Venice turpentine, gal35@ .4	45 Soap, lye
	Violat Garage III Garage III	
Naptha, cleaners, th. cars091/2@ .10	Violet flowers	
reprint distances, in service, 107/26 110		ROSIN
Oilbanum, tears	Zinc oxide, U. S. P. bbls091/2@ .1	5 0 1 6200 1
siftings	Peroxide 1.10@ 1.7	
Orange flower water, gal 1.50@	Stearate	
erange maner mater, gan		the contract the trace to the trace to the

P. K. SHIPKOFF & CO.

Kazanlik

•

Bulgaria

Sole Agents for United States and Canada:

COMPAGNIE PARENTO, Inc., 507 Fifth Ave., New York

(Branches in principal cities)

OTTO OF ROSE

INCORPORATED 1932

SHIPKOFF'S OTTO of ROSE .

• Own Distillation . . . is always uniform and of one quality only . . . the BEST

Distributing depots: • NEW YORK • LONDON PARIS • GRASSE • HAMBURG

ESTABLISHED 1840



Perfect creams depend W H B Super-Bleached on perfect ingredients. 100% Pure White BEESWAX assures you of uniform quality and uniform results-it eliminates uncertainty,-and saves money because you use less of it.

A complimentary sample box is yours for the asking. Write for it today!

The W. H. BOWDLEAR

SYRACUSE

NEW YORK

HEADQUARTERS FOR ALL KINDS OF WAX FOR COSMETICS

BRANCH OFFICES:

NEW YORK: L. A. Barber, 1123 Broadway, Room 311 CHICAGO: Riviera Products Company, 215 West Ohio Street DETROIT: J. L. Matthieu Sons, 1965 Porter Street SAN FRANCISCO: H. R. Laist Company, Rialto Building

COLOR

LET US SOLVE YOUR PROBLEM ANILINE COLORS

For Perfumes, Soaps, Shampoos, Bath Salts, Toilet Preparation Com-pounds. Nail Polish, Waveset and Permanent Wave Lotions.

COSMETIC COLORS

For Rouges, Face Powder, Lipsticks.

CARMINE No. 40

SAPONINE

-the Perfect Foam Producer Eastern representative for William J. Stange, Chicago, III.



CERTIFIED FOOD COLORS

EEBEN. CHEMICAL CO.,

Successors to H. LIEBER & CO., Inc.

389 Washington St., New York, Tel.: WAlker 5-0210-0211

Your Own Product

Check your needs

- ☐ All purpose cream ☐ Cream Rouge
- Beauty Mask Mosquito Cream
- ☐ Deodorant Eve Shadow
- Cleansing Cream Perfumes Acne Treatment Shampoo
- Cold Cream Lotions
- ☐ Rouge Compact ☐ Face Powder
- ☐ Lip Stick Hair Tonic

Check the above list and send it to the Solo Laboratories for prices and samples without obligation. A modern laboratory and expert technicians assure you of a product that will get repeat sales.

Solo Laboratories produce every type of quality cosmetic, Packaged or in bulk.

SOLO LABORATORIES. INC. 341 W. Austin Ave. Chicago, Illinois (Continued from page 32)

stand in the way of a national administrative agency, the state groups themselves, which have also grown in strength and number during this legislative pressure period, would prevent, at least for the time being, such a national usurpation of their powers. The dealers were united throughout the country under the leadership of the National Association of Retail Druggists to pass the Tydings-Miller Act but this was a means to the end of permitting their own state laws to function. Local leaders carrying the torch of fair trade before state legislatures are determined to go on with the operation of the law. In some instances, local attorneys and paid trade association secretaries are utilized. As in NRA code days, fees, salaries and faces must be saved.

Committees to **Negotiate Contracts**

Throughout the states where fair trade laws were functioning prior to 1937, committees have been established to negotiate price contracts with individual manufacturers. Prior to the approval of the Supreme Court and the enactment of the Tydings-Miller Act, contracts were hard to get as two legitimate excuses were at hand. The law was of doubtful constitutionality and the cost of domiciling by out-of-state producers was prohibitive. Both of these reasons have been removed and drug and cosmetic manufacturers must now openly show their hands. In the early days, little attention was paid by the druggists to policing pegged prices or to obtaining better margins of profit in the contract prices. Today the situation is quite different. No more will dealers accept, without a good deal of fuss, price contracts that contain a small amount of profit to them. They will not be impressed by the size of the company whose name is to be added to the fair trade

Star chamber proceeding frequently occur in these negotiations between state fair trade committees and producers. Boycott, both potential and actual, are the tools employed by the retailers to bring the manufacturer in line.

It seems evident that the fair trade committees that will be formed in the 1937 fair trade states will follow

the pattern set by the other states. Truly, a cosmetic producer, whose products sell substantially through retail drug channels, is faced with 42 militant "collective bargaining" agencies. The bargaining occurs on the margin of profit the pegged price will vield.

In many instances competitive cosmetic products are selling in pricecutting centers a good way down the scale from the announced consumer price. Those manufacturers who are willing to issue contracts, try to insist that the price be pegged near the competitive level. They must keep their products in competition with both other nationally advertised articles and within striking distance of private brands. Retailers are perfectly willing to have the price pegged where manufacturers want to, but they demand the base consumer price be correspondingly lower, with fair margins for the retailer maintained. In addition to the pressure from the retailers, wholesale druggists who have been giving a ten per cent discount on almost all products whose consumer prices have been slashed are also requesting the producer to stabilize his prices at whole-

(Continued on page 81)

for WINTER

freezing temperatures play havoc with stearic acid creams

TEGIN prevents this

Winter will soon be here. And stearic acid creams almost invariably separate water after freezing. You can easily prevent this separation in such creams . . . merely use 2% Tegin instead of a like amount of stearic acid.

Be prepared. Write today for experimental sample and full instructions!

Th. GOLDSCHMIDT 153 WAVERLY PLACE . NEW YORK

Branches: 325 W. Huron Street, Chicago . 245 Union Boulevard, St. Louis • 2260 East 15th Street, Los Angeles • 80 Boylston Street, Boston @ 372 Bay Street, Toronto



Mise LABELS & SEALS

AITHFUL SERVICE

FOR OVER FORTY YEARS

or areatest sales abbeat

METAL · EMBOSSÉD ENGRAVED

DIE STAMPING FOR BOXMAKERS

JOHN HORN, Labels, 837-839 TENTH AVE.

(Sample booklet of labels sent to RESPONSIBLE MANUFACTURERS)

City

OUALITY QUALITY QUALITY 32 Years of Quality Service to the U Manufacturing Trade A SPECIALIZING IN L I HAND-MADE T ROUGES TRULY INDELIBLE LIP STICKS Q PERFECT U CREME ROUGE, EYEBROW A PENCILS, COSMETIQUE (Mascara) L 1 QUALITY T FACE POWDER, bulk or packaged. Tap-it-pac Loose Powder Vanities Y Eye-Shadows Q SPECIAL FORMULA WORK INVITED. U PUREST INGREDIENTS OF FINEST QUALITY EVERY PRODUCT FULLY GUARANTEED U A A L ABONITA L I I COMPANY, INC. T T 24 to 30 So. Clinton St. Y Y CHICAGO, ILL. **OUALITY** QUALITY QUALITY

BRASIL DE PERFUMISTA

—is the only publication devoted exclusively to the Toilet Goods, Perfume and Cosmetic Industry in Brazil.

Official Organ for the Association of Brazilian Perfumers.

Circulates in all South American Republics.

Send for schedule of advertising rates and sample copy.

44

Caixa Postal 2894

Rio De Janeiro, Brazil



INTERSTATE TECHNICAL AND CERTIFIED COLORS

OUTSTANDING EXCELLENCE

... That accounts for the popularity of Interstate Colors.

No matter what your color requirements are, consult us. Our expert advice will prove of great value to you.

CHLOROPHYLL . SAPONINE

INTERSTATE COLOR CO. &

(Continued from page 79)

sale. They are reluctant to continue the ten per cent as subsidy to manufacturers who want to peg their prices down the scale.

A manufacturer issues a price contract today in order to gain or to hold the goodwill of his small distributors. In the case of cosmetics, this holds for the large drug chains, too, as they have, since the code price provision, been allied with the small merchants in their attack against cut-price department stores and other retail outlets who use cosmetic items as "loss leaders."

Requests for Financial Aid

Besides all the problems a manufacturer is faced with in issuing resale price contracts, he is being deluged with requests from practically every fair trade state for financial aid in setting up local fair trade policing bodies. Since resale contracts are issued to obtain goodwill or to avoid ill will of the dealers, a refusal to contribute to a fair trade kitty is apt to bring adverse criticism. This is especially true if competitors play along with generous

contributions to the cause. The small company is at a disadvantage, as 42 contributions begin to amount to real money. Where a producer goes in and attempts to police his prices, either by persuasion or by actually going into court, no one can estimate the costs.

But regardless of the outlay for the mechanics of fair trade, the real cost to the cosmetic producer will come from meeting the demands of his small distributors for better margins of profit, the open antagonism of department stores, and his primary necessity of keeping his resale prices in line with competition, both of nationally advertised products and of substitute brands.

However, in spite of all these difficulties, most cosmetic producers are pleased that resale price maintenance is now on a workable basis. They need the active support of the rank and file druggists which stable prices bring on to obtain widespread markets so essential to taking cosmetic products out of the luxury class and making them household necessities, the goal to which their powerful consumer advertising has been directed.

Muhlethaler Starts Advertising Drive

The house of Th. Muhlethaler Co., Ltd., Nyon, Switzerland, represented in America by Orbis Products Trading Co., New York, is opening an intensive advertising and sales drive on its line of raw materials for perfumes, toilet preparations and soaps. Decision to launch the campaign followed the recent American visit of A. Barfuss, chief chemist for the company, who was much impressed with the possibilities of expansion of the sales of the line in the United States.

Richters Return From Abroad

Hubert Richter, secretary and treasurer of the White Metal Manufacturing Co., Hoboken, N. J. and Mrs. Richter have returned from a two months' trip abroad which included visits to places of interest in Germany, Switzerland, Italy, and Paris. Mr. Richter reported that there was relatively little unemployment and that compared with his previous trips, business conditions generally were much improved.

The Rising Market for Perfume

Perfume—or to use the old trade term, "handkerchief extract"—is coming into its own again. More women are using it. And more women are using more of it. This year's sales of perfume promise to reach an all-time peak.

Here are nine perfume oils that express the notes in greatest vogue among discriminating women today. In them is crystallized a third of a century's experience in creating perfume compositions of distinction and marketability.

Leonelle \$16.00 lb.

Delysia \$20.00 lb.

Percine \$65.00 lb.

Zeta \$24.00 lb.

Fontanelle \$50.00 lb. Bouquet Royale \$18.00 lb. Gardenia 12 \$25.00 lb. Chandeau \$45.00 lb.

Bouquet Moderne \$45.00 lb.

Samples upon request

VAN DYK & co.

EXECUTIVE OFFICES AND WORKS:

57 WILKINSON AVE., JERSEY CITY, N. J. LOS ANGELES: 1282 SUNSET BOULEVARD





We are **HEADQUARTERS** for the following_

TURTLE OIL

Regular & Refined **ESSENTIAL OILS** AROMATIC CHEMICALS NATURAL FLOWER OILS SYNTHETIC FLOWER OILS MODERN AND DISTINCTIVE PERFUME BASICS DISTINCTIVE and CHARACTERISTIC FLAVOR OILS PERFUMERS' TINCTURES FIXATIVES (FOR PERFUMERS) RESINOIDS TERPENELESS and

EXTRA CONCENTRATED ESSENTIAL OILS OLEO RESINS FLORAL WATERS FRUIT ESTERS BALSAMS and GUMS

Beautiful COLORS of proven merit

YOU owe it to yourself to investigate our complete line. We also have the facilities to render you an unusual service, whether it be a problem in fixation, an outstanding odeur, a delectable flavor or a sparkling color.

DUVAL leaves nothing to chance. A Duval label is your guarantee of a dependable product. You will find that it will pay you to buy products bearing our quality mark.

WRITE us for samples-Compare them point-for-point, price against price.

> Uniformity at all times guaranteed STuyvesant 9-2261

COMPAGNIE DUV 121-123 East 24th St., New York

Just Purchased!!

Take advantage of our large stock of unusual equipment obtained from recent pur-chases. Prices have been slashed for quick disposal. This is only a partial list. Your inquiries solicited.

- 3—Pfaudler 150 gal. tilting type, glass lined, rough and powder Mixers, with double motion agitator.
 8—Day, 100, 200, 400, 1200, 3000 lb. Dry Powder Mixers.

- 8—Day, 100, 200, 400, 1200, 3000 ib. Dry Fowder Mixers.

 5—Day 8, 120, 40 gallon, belt and motar driven Pony Mixers.

 5—Day 20 gallon Brighton Mixers.

 2—Hobart Cream Mixers, 5 to 80 quart capacity.

 2—Kiefer, Metal-Glass 100 gal. Percolating Units.

 1—Ayers automatic Tablet Counting machine.

 6—Abbe Pebble Mills, 25 ts 200 gallon capacity.

 2—Stokes & Smith Powder Filling machines.

 4—J. H. Day, Eureka, National Powder Fillers.

 3—40 gallon Pony Mixers, BRAND NEW.

 2—Stokes No. 2 gear type Tube and Jar Fillers.

 1—Stokes No. 79 Tube Closing and Clipping machine.

 1—Stokes No. 90-B automatic Tube Filling and Closing machine.

- -Stokes No. 90-B automatic Tube Filling and Clos-ing machine.

 -Colton No. 14, No. 17 Automatic Tube Filling and Closing machines.

 -U. S. Kiefer, International, Alsop, Seitz Filters. -Colton worm style Tube and Jar Filler. -Glass lined Storage Tanks, 20 to 500 gallon capacity.

SEND FOR BULLETIN COVERING COMPLETE STOCK OF KETTLES, MIXERS, FILTERS, PUMPS, LABELERS, PULVERIZERS, etc. "We buy from single items to complete plants."

BRILL EQUIPMENT CORP.

FORMERLY STEIN-BRILL CORP.

183 Varick St. New York, N. Y. WAlker 5-6892 Mart Bldg. St. Louis, Mo. CHEstnut 0325

Agent for George G. Rodgers Co. Manufacturers of Tube Filling and Closing Machines

IT IS SO EASY TO GET HIGHEST QUALITY

OIL OF BERGAMOT

Simply ask to see the original package. The Law requires that all Bergamot production in Italy be deposited in its warehouse . . . and the coppers and cases clearly marked for easy identification. This is for your protection and is your guarantee of the real product—a product that has been untampered with.

For particulars write

CONSORZIO PROVINCIALE AGRUMICULTURA

SEZIONE BERGAMOTTO REGGIO CALABRIA, ITALY

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT,

THE AMERICAN PERFUMER, 9 East 38th St., New York City.

Trade Mark Registrations Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

364,041.—See Illustration. Zotos Corp., New York. (Mar. 7, 1935.)—Hair waving lotions.

374,949.—See Illustration. Sugar Beet Products Co., Saginaw, Mich. (Jan. 13, 1936.)—Hand soap.

383,122.—See Illustration. Clairol, Inc., New York. (Aug., 1932.)—Hair dye, hair washes, shampoo, and hair dye removers.

386,667.—"Dinner Party". Smith, Lichty & Hillman Co., Waterloo, Ia. (Dec., 1935.)

-Vanilla and lemon extracts.

387,962.—See Illustration. Miner's, Inc., New York. (Jan. 5, 1937.)—Cosmetic preparations used as a covering for skin marks, rings under the eyes, freckles, pimples, etc., and as a powder base put up in cream form.

390,146.—See Illustration. Parfums Charbert, Inc., New York. (Aug. 6, 1934.)—Lipsticks.

390,601.—"LINOL." Lino Manzoni, New York. (Mar. 9, 1937.)—Extract for hair troubles.

390,628.—See Illustration. Phyllis J. Colarusso, doing business as The Liv-Ton Mfg. Co., Boston, Mass. (Jan., 1937.)—Hair tonic for removing dandruff, stimulating the growth of the hair, and for the treatment of the scalp.

390,748.—"VANDERISED." St. Andrew Mills, Ltd., London, England. (Mar 1, 1937.)—Toilet water for hygienic uses, having deodorizing, antiseptic and prophylactic properties.

391.084,—"VAN VAN." Morton G. Neu-

mann, doing business as Famous Products Co., Chicago, Ill. (Jan., 1930.)—Toilet preparations.

391,329.—See Illustration. Euromerica Medical Products, Inc., New York. (Apr. 6, 1937.)—Lotion for the eyes.

391,389.—"Scientific 1005." S. H. Kress & Co., New York. (Apr. 1, 1937.)—Tooth powders, mouth washes, dentifrices, antiseptics, dental creams and tooth paste.

391,737.—See Illustration. C. W. Beggs Sons & Co., Chicago, Ill. (Mar. 10, 1937.) —Soaps.

391,924.—See Illustration. Ogilvie Sisters Laboratories, Inc., New York. (Apr. 15, 1937.)—Toilet preparation for imparting fragrance to the hair. 391,937.—"ROYAL." Kutol Products Co.,

391,937.—"ROYAL." Kutol Products Co., doing business as Royal Chemical Co., Cincinnati, Ohio. (Mar. 1, 1930.)—Waterless

(Continued on page 84)



r

ıŧ

nei

(Continued from page 83)

soap compound for cleaning painted surfaces

392,038.—See Illustration, Lundborg Perfumers, Inc., New York, (Mar. 14, 1874.)
—Saponaceous compounds for cleaning the hands, shaving cream, shaving sticks, shaving powder, etc.

392,201.—See Illustration. Der-Mo-Tine, Inc., Fort Wayne, Ind. (Mar., 1905.)—Hair tonic. cold cream, massage cream, face lotion, and shampoo.

392.561.—"SEBRONE." Seboreen Labs., Inc., of Chicago, Chicago, Ill. (Apr. 1, 1937.)—Dandruff preparation.

392,607.—See Illustration, The Pharma-Craft Corp., Louisville, Ky. (July 20, 1936.)—Antiseptic deodorant cream and non-perspirant cream.

392,759.—See Illustration. A. J. Krank Co., St. Paul, Minn. (Feb. 9, 1937.)—Sun tan lotion for use as a skin protector, a powder base and a sunburn preventive.

392,764.—See Illustration. Morton G. Neumann, doing business as Famous Products Co., Chicago, Ill. (Jan., 1930.)—Toilet preparations.

preparations.
392,785.—"NEP." Liquide Corp., St. Louis, Mo. (Oct. 1, 1936.)—Depilatories and deodorants.

392,829.—"Amelita." Walgreen Co., doing business as Valentine Laboratories, Inc., Chicago, Ill. (Nov., 1924.)—Scents, face powder, cold cream, talcum powder, and toilet water.

392,915,—"Hygene." The Cummer Products Co., Bedford, Ohio. (1934.)—Preparations for dental cream or toothpaste.

392,933.—See Illustration. Lehn & Fink

Products Corp., Bloomfield, N. J. (Mar. 13, 1931.)—Personal deodorant, after shaving lotion.

393,001.—See Illustration. S. B. Penick & Co., New York. (Feb., 1914.)—Crude drugs.

393,003. — "MADRESELVA." Pinaud, Inc., New York, (Nov. 30, 1932.)—Perfumes and skin perfumes.

393,045.—See Illustration. Richard E. Nicholas, doing business as Friendly Tip Co., Chicago, Ill. (June 1, 1927.)—Body deodorizing compounds, oils for the hair, cleansing creams, astringents, depilatory powders, bath salts, cuticle oils, rouges, shampoos, etc.

393,059.—See Illustration. Charles W. Boettcher, Amoret, Mo. (Apr. 21, 1935.)—Antiseptic used in the treatment of dandruff, and mouth wash.

393,345. — "FRAGONARD." Parfumerie Fragonard; Fuchs et Compagnie, Grasse, France. (Sept., 1926.)—Solid and liquid essential oils and raw products for perfumery.

393,354.—See Illustration, Andrew F. Wineburgh, doing business as Soapless Products Co., New York. (Mar. 20, 1937.)
—Soapless detergent.

393,417.—See Illustration. De Luxe Products Co., Chicago, Ill. (Apr. 1, 1936.)—Cold cream, face powder, and perfume.

Cold cream, face powder, and perfume. 393,697.—See Illustration. Colgate-Palmolive-Peet Co., Jersey City, N. J. (May 28, 1937.)—Talc powder. 393,717.—"IMPROMPTU." Lucien Le-

393,717.—"IMPROMPTU." Lucien Le long, Inc., Chicago, Ill. (May 20, 1937.)— Perfumes.

393,738.—See Illustration, Joe Stone,

New York. (June 1, 1937.)—Hair prepara-

393,742.—See Illustration. The J. B. Williams Co., Glastonbury, Conn. (Apr. 23, 1937.)—After-shaving preparations.

393,743.—See Illustration, The J. B. Williams Co., Glastonbury, Conn. (Apr. 23, 1937.)—Shaving cream.

393,779, 393,781, 383,782. — "BARREL BOWL." "CANTER." "MORNING CAN-TER," respectively. Pinaud, Inc., New York. (May, 1937.)—Shaving soap for first number; soap for last two.

393,780, 393,783. — "CANTER" and "MORNING CANTER," respectively. Pinaud, Inc., New York, (May, 1937.)—Toilet water and hair tonic, respectively.

393,820,—See Illustration. Fannie Bell Price, New York. (May 15, 1937.)—Hair and scalp preparation.

394,029.—See Illustration. The Endura Corp., Los Angeles, Calif. (May 15, 1935.) —Chemical for permanently waving hair.

394,070.—See Illustration. George B. Wells, doing business as Royal Crown Products, Akron, Ohio. (Apr. 10, 1937.)—Scalp preparation for massage and to facilitate removal of dandruff.

394,093.—See Illustration, Molinard, Inc., New York. (Oct., 1936.)—Brushless skin tonic shaving cream.

394,277.—See Illustration. Marie T. Durbano, Philadelphia, Pa. (June 14, 1937.)—Facial pack.

394,399, 394,400.—See Illustrations. Colgate-Palmolive-Peet Co., Jersey City, N. J. (June 15, 1937.)—Detergent for general (Continued on page 87)

M·W·PARSONS

PLYMOUTH ORGANIC LABORATORIES · INC ·

TELEPHONE BEEKMAN 3-3156-3162
CABLE ADDRESS PARSONOILS, NEW YORK

55 ANN STREET NEW YORK · N·Y·U·S·A·

PLYMOUTH BIG FOUR

PLYMOUTH Crystal "E" White Oil

Water-white, odorless and tasteless and of U.S.P. Acid Test, Used as a standard by the cosmetic industry for 30 years.

PLYMOUTH Zinc Stearate U.S.P.

Specially manufactured by us for face powder manufacturers. Absolutely white, odorless. Covering 30 years experience this represents the ultimate Zinc Stearate. Also Magnesium.

PLYMOUTH White Cirine Wax

A special grade of White Ceresin Wax prepared for the cosmetic trade. Absolutely white and odorless.

PLYMOUTH Stearic Acid, Triple Pressed

Eastern Distributors for Harkness & Cowing. This is the finest triple-pressed saponified Stearic Acid available from any source. Iodine number 1.5 to 1.75. Extremely pure, odorless.

PLYMOUTH SPECIALTIES

PLYMOUTH Powder Base No. 7

A new raw material for face powder manufacturers. From 5-15% added to your present formula will improve your powder, giving it more adhesiveness, greater spread and covering power.

PLYMOUTH Sun-burn Preventer Oil Concentrate

High in effectiveness, low in final cost. Simple to combine in sun-burn preventer oils, creams or lotions. Scientific data covering its used and effectiveness is available.

PLYMOUTH Soapless Shampoo Base

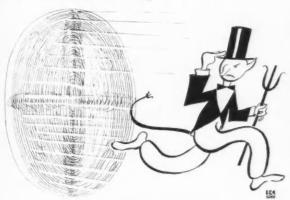
Low in final cost because it will take up greater amount of water and remain perfectly clear and of heavy body. Easy to odor. A combination of soluble Olive and Castor Oils combined with specially treated White Mineral Oil.

ISO-VITAFOL "F" (Vitamin F)

We are marketing the Iso-Vitafol "F" supplied with a biological assay. Also the Plymouth Mineral Oils containing guaranteed 1% of Iso-Vitafol "F."

A complete line of Cosmetic Raw Materials

Mr. Alexander says:



"Air cool your troubles via the CARLOVA plan"

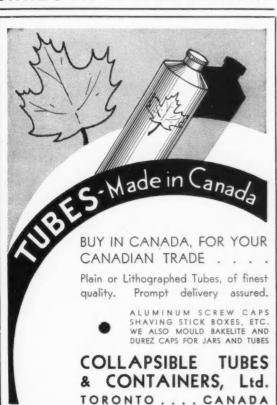
Scores of successful firms have air-conditioned their production troubles and worries by sending us their containers to be filled with modernized cosmetics and toilet preparations.

This assures them better products \dots less worry \dots more time for selling \dots more profits.

Two convenient plants at St. Louis, Missouri and Binghamton, New York. Write TODAY for samples, prices!

PERFUMES :	Т	OILET WATERS	:	ALL TYPES OF CREAMS	5
BRILLIANTINE	:	NAIL POLISH	:	ALL TYPES OF LOTIONS	S
HAIR TONIC		TALCUM	4	ALL TYPES OF POWDER:	8

CARLOVA INC. BINGHAMTON - NEW YORK



DRUG MANUFACTURERS— COSMETIC MANUFACTURERS—

What Do You Know About

SHEROLATUM

The Improved Petrolatum U.S.P.

SHEROLATUM is strictly a Pennsylvania straight run, filtered, pure petrolatum. It is entirely free from sulphur compounds, and because it is constantly checked during refining, uniform quality is always assured. SHEROLATUM'S long, smooth fibre and fine consistency make it an unusually fine product for use in drugs and cosmetics. Not only is SHEROLATUM guaranteed to be tasteless and odorless, but it far surpasses each exacting U.S.P. specification. SHEROLATUM is produced at the Sherwood Refinery in Warren, Pennsylvania from 100% pure Pennsylvania stock.

SHEROLATUM is sold in 400 lb., 200 lb. and 100 lb. drums, as well as in 50 and 25 lb. steel pails.

Write today for further information

SHERWOOD PETROLEUM COMPANY, INC.

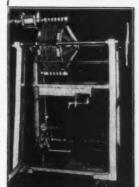
Refiners of American medicinal and technical white mineral oils, petrolatums and pyrethrum products.

MAIN OFFICE: BUSH TERMINAL, BROOKLYN, N. Y.

Refinery: Warren, Pa. Stocks Carried in Principal Cities.



MIXERS · AGITATORS · FILTERS · GLASS COATED TANKS
BOTTLE FILLERS · RINSERS · CAPPING MACHINES
LABELING & CONVEYING EQUIPMENT · ASBESTOS
DISCS FOR ALL FILTERS · PORTABLE PUMPS.



FINER FILTRATION

Is possible on any ordinary free flowing liquids such as toilet waters, perfumes, clear lotions, sun-tan preparations, etc. with these filters using Hy-Speed Asbestos discs. For 5 gal. or 5000 gels., we have just the right filter.

Outstanding polish and brilliance is assured with minimum labor and at the lowest cost per gallon with one of these modern filters.

ALSOP ENGINEERING CORP. • Milldale, Conn. 387 MAIN STREET

rer

THESE MAY BE JUST THE BOOKS YOU NEED

BASIS OF LIGHT IN THERAPY by Herman Goodman, M. D. The only book in existence which considers light sources and their action with your point of view. Reviews the ultraviolet bases of VITAL ULTRAVIOLET. Gives the quantitative data on the emission characteristics of light sources. For first time it is possible to actually compare ultraviolet radiation from different sources as mercury vapor arc in quartz, carbon arc with cored carbons, solar source, etc. A chapter on transmission glasses, on filtered ultraviolet, etc. A complete terminology and glossary.

Price \$5.00

MODERN SOAP MAKING by Dr. E. G. Thomssen and C. R. Kemp The first entirely original American book on soap manufacture in 20 years. Thoroughly covers every phase of soap manufacture and glycerine recovery. Written by practical soap men, a truly practical book. Raw materials. Machinery and equipment. Soap making methods. Soap products. Glycerine recovery and refining. Recovery methods. Appendix containing all needed reference tables, constants of oils and fats, alkali values, conversion tables, U. S. Government specifications for various soap products, etc. 550 pages..... Price \$7.50

FLAVORS AND ESSENCES by M. H. Glazin A new-type formula book. Gives brand-new formulas, most of which have never been published before. Each formula carefully tested. Each product is highly concentrated, very soluble, may be kept several years without change or deterioration. Except for a few, no

equipment required. All raw materials obtainable in the open market. Every formula may be used freely by every purchaser of the book. Formulas are so new, so valuable, they offer a real commercial advantage—include fruit flavors and essences for manufacturers of confectionery, syrups, mineral waters, ice creams, custard powders, etc.; fruit ethers for boiled goods and sweets; wine flavors for distillers, confectioners, etc.; oil compounds, herbal and other extracts. Price \$10.00

Order the books you want today. Use convenient coupon. We pay postage on orders accompanied by remittance. Postage on foreign orders is extra.

9 East 38th St., Enclosed find check (o books: (mark books we	mon Skin Diseases (\$5.00) Therapy (\$5.00) Sking (\$7.50)
Name	Position
	Company

(Continued from page 84)

household use having incidental water softening properties.

394,471.- "SUNFOE."-Schieffelin & Co., New York. (June 13, 1934.)-Lotion to prevent sunburn and cream to relieve sun-

394,494.—See Illustration. Herman B. Laymon, doing business as The World's Products Co., Spencer, Ind. (June 12, 1937.)—Hair oil and brilliantine.

394.541.—"ANTICIPATION." Lentheric, Inc., New York. (June 22, 1937.)-Perfumes and cosmetic creams.

394,628, 394,630. — "SET · UP" and "WAKE-UP," respectively. Pinaud, Inc., New York. (June 15, 1937.) - Shaving soap and soap, respectively. 394,629.—"SET-UP." Pinaud, Inc., New

York. (June 15, 1937.) - Toilet water.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition.

M348,849. - See Illustration. Castilla

Products, Inc., New York. (Jan. 2, 1936. Serial No. 379,503.)—Hair tonic. M348,851.—"QUIK-EZY." Payless Drug Co., doing business as P. L. Drug Co., Modesto, Calif. (June 1, 1936. Serial No. 379,636.) -air tonic, cleansing lotion, and after-shaving lotion.

M348,860. - "BRYTA-COLOR." Harry Wolper, New York. (Dec. 8, 1936. Serial No. 387.688.) - Hair conditioner prepara-

M348,865.—See Illustration. Max Factor

& Co., Los Angeles, Calif. (Nov. 1, 1928. Serial No. 390,591.) - Cosmetics, perfumes, theatrical make-up and similar preparations.

Patents Granted

2,008,030. - Manufacture of Terpineol from Terpin Hydrate. Walter Christian Meuly, New Brunswick, N. J., assignor to E. I. du Pont de Nemours & Co., Wilmington, Del.

2,008,076.—Sampler for rouge. Edward N. Winslow, Shaker Heights, Ohio.

2,088,308.—Detergent composition. Walther Schrauth, Berlin-Dahlem, Germany, assignor, by mesne assignment, to chem" Chemikalien Handels A.-G., Zurich. Switzerland.

2,088,622.—Flavoring material. William E. Stokes, Brooklyn, and John Michael Wenneis, St. Albans, N. Y., assignors, by mesne assignments to Standard Brands. Inc., New York.

2,088,899.—Case for lip rouge. Pierre Chevreau, Neuilly-sur-Seine, France, assignor to Societe Anonyme Grenoville, Seine, France.

2,089,305.-Liquid soap. Kurt Stickdorn, Rosslau/Anhalt, Germany.

2,089,533.—Cosmetics. Martin Bollmann, Dessau in Anhalt, Germany, assignor to Winthrop Chemical Co., Inc., New York.

2,090,437.—Dentifrice. Norman E. Woldman, Cleveland, Ohio.

Designs Patented

D105,378, 105,379. - Bottles. Raymond Guerlain, Paris, France, assignor to Guerlain Perfumery Corp. of Delaware, Wilmington, Del.

D105,396.—Bottle, Frank McIntosh, New York, assignor to Lentheric, Inc., New

D105,566.-Atomizer case. George W. Blow, New York.

D105,669.—Bottle or similar container. Rollin A. Mills, Zanesville, Ohio, assignor to Maison Joubert, Inc., New York.

D105,717.-Combined compact and cigarette case. Ernest Steiner, New York.

Canadian Patents and Trade Marks

HE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the (Continued on page 89)

LA PARFUMERIE MODERNE

A Monthly Review Devoted To The

Perfumery And Allied Industries

FOUNDED - IN 1908 -

La Parfumerie Moderne publishes the most complete Technical and Practical Articles on Essential Oils and Synthetics and their uses in Perfumery, Soaps, Drugs, etc.

La Parfumerie Moderne publishes its principal articles in English and Spanish.

SEND FOR SPECIMEN TO THE PUBLISHER

LA PARFUMERIE MODERNE, 15 rue Constant, Lyon 3° (France)

BELMAY SPECIALTIES

A complete line of

- Florals and Bouquets for all purposes.
- Odors developed for your exclusive use.
- May we have an opportunity to serve you?

BELMAY INC. 116-120 East 27th St., New York

Creators of odors to the trade for many years

Giese's Filter Papers are the Best!



Bale of Filter Paper

Heavy Linen Fibre Filler Paper for Rapid Filtration of Large Quantities-Very Strong

PACKED AS FOLLOWS:

13 inch, 55 lb. Bales 15 inch, 55 lb. Bales 18 inch, 55 lb. Bales 20 inch, 110 lb. Bales 24 inch, 55 lb. Bales 26 inch, 55 lb. Bales 32 inch, 55 lb. Bales

Also folded-packed in cartons

Free illustrated leaslet on request

AUGUST GIESE & SON, 121 E. 24th St., N. Y.C.



В

COCOANUT OIL, OLIVE OIL AND BLENDED OILS . ALL COLORS IN DRUMS . CANS . BARRELS . Also Shaving Cream in bulk

CLIFTON CHEMICAL CO., Inc. CLIFTON BUILDING

Want a JOB?

A few lines in our classified columns have helped to land many a job. And if you're on the biring end, you should consider the same medium.

The AMERICAN PERFUMER CLASSIFIED ADVERTISING DEPT. A ROBBINS PUBLICATION 9 E. 38 . NEW YORK .

(Continued from page 87)
official records in the Canadian Patent Office

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER
9 East 38th Street
New York City

Trade Marks Under Unfair Competition Act of 1932

7493.—"CLARICE JANE." Vanity cases, compacts, cosmetic containers and refills for the foregoing, Clarice Jane, Inc., Elgin, III.

N.S. 7569, 7570.—"MURMURE" and "MON IMAGE" respectively. Perfumes. Lucien Lelong, Inc., Chicago, Ill. N.S. 7583.—"BACHELOR." Toilet ar-

N.S. 7583.—"BACHELOR." Toilet articles such as talcum powders, shaving creams, lotions and hair preparations. United Drug Co. Ltd., Toronto, Can.

N.S. 7601.—"SKI." Skin creams, lipsticks, and lipstick refills. Antoine de Paris, Inc., New York.

N.S. 7606.—"ENDOCREME." Skin creams. Hirestra Labs., Inc., New York.

N.S. 7625.—"CAPILO." Toilet preparations such as hair lotions and tonics. Arthur Emond, trading under the firm name of Emond Laboratories, Ottawa, Ont.

N.S. 7743.—(a) A label having a form

simulating a keystone. (b) A panel shaped label with green border. (c) A green label with light colored panel and spray at top. Hair tonic. Chesebrough Mfg. Co., Consolidated, New York.

N.S. 7744.—(a) A round blue cap and rectangular label. (b) A round cap with a border consisting of spaced lines. (c) A rectangular label with floral design and with seal in corner. Pomade. Chesebrough Mfg. Co., Consolidated, New York.

N.S. 7771.—"QUINLAN." Toilet and

N.S. 7771.—"QUINLAN." Toilet and cosmetic preparations. Kathleen Mary Ouinlan, Inc. New York

Quinlan, Inc., New York.
N.S. 7785.—"BIOCEL." Toilet preparations. Tokalon Ltd., Chase Road, London,
N.W., England.

N.S. 7856.—"NATURELLE." Permanent wave sachets and lotions. Howard D. Goode, Toronto, Ont.

N.S. 7860,—"CLAIRE DE CHANTAL." Toilet preparations. Giulio Romano, Montreal, Que.

N.S. 7861, 7862.—"NEPTUNE" and design of a sea horse in a green circle, respectively. Soap, powdered, caked or liquid. Eric R. Ervine, Burnaby, B.C.

Patents

367,691, 367,848.—Cosmetic holder, Alex Limbach, Carmel, New York.

367,984. — Cosmetic applicator. Samuel N. Acker, assignee of Alice Jefferies, both of Washington, D. C.

368,149.—Container closure. E. R. Squibb & Sons of Canada, Ltd., Toronto, Ont., Canada, assignee of William Erhard, North Bergen, N. J.

Commercial Solvents to Sell American Distilling Spirits

Commercial Solvents Corp., has concluded an agreement with the American Distilling Corp., whereby it will handle all of the industrial alcohol of the latter and its subsidiaries. American Distilling will in the future confine its activities to beverage spirits only.

Bulletin on Emulsifiers and Preservatives

A descriptive bulletin of a technical nature outlining the uses and methods of procedure for its line of emulsifiers and preservatives has just been issued by Th. Goldschmidt Corp., New York. Formulation and complete instructions are included in the folder which the company will send upon request.

Learey Joins Radio Firm

Arthur R. Learey, who has been engaged in the cosmetic industry for the past few years, has joined British-American Productions, Inc., New York City. Mr. Learey will specialize on radio program building for the cosmetic industry.

DRYAD FIXATORS

Ambergris Synthetic Lumps • Amber 1044 • Resin Ambrette • Shahpur • are the perfect fixatives and do blend so well that in some cases up to 25% may be used in the finished compound but most frequently as little as 1% is sufficient.

METHYL NAPHTHYL KETONE

Of Absolute Purity • A basic aromatic chemical found to be most useful for imparting a desirable orange blossom odor. Write us for quotations and also for information on other Vanillin Fabrik products. • PRODUCT OF VANILLIN FABRIK •

P. R. DREYER INC.

STREET

LOS ANGELES, CALIF, SAN FRANCISCO, CALIF, KANSAS CITY, MO.

EAST

NEW ORLEANS, LA. CHICAGO, ILL. DETROIT, MICH.

1 2 + h

ST. LOUIS, MO. CINCINNATI, O. BALTIMORE, MD. HOUSTON, TEXAS DES MOINES, IA. PHILADELPHIA, PA.

RSulk

TITY

fumer



T. L. BRAND . PURE WHITE Extra Quality . . . U. S. P. and 100% Pure

> OVER 85 YEARS OF CONTINUOUS BUSINESS IN THE UNITED STATES - ESTABLISHED 1852

THEODOR LEONHARD WAX CO., Inc. HALEDON, PATERSON, N. J.

Long Distance Telephone: SHerwood 2-1444 Western Distributor: A. C. DRURY & Co., Inc., 219 E. North Water St., Chicago, III.

REBUILT EQUIPMENT

PARTIAL LIST

2—Redd Powder Carton Filling, Weighing, Sealing Units—adjust-able, 50 per minute. 2—Ferguson Carton Wax Wrappers; I—Pkge. Machy. Cellophane

able, 50 per minute.
2-Ferguson Carton Wax Wrappers; I—Pkge. Machy. Cellophane Wrapper.
I—Urie Universal piston type Tube or Jar Filler.
5-Pony Mixers, Day and Ross make, 8 and 15 gals.
I—McDonald "Weeks" type Automatic Labeler.
2-World Rotary Automatic Labelers.
I—U. S. Bottlers 22-spout, monel fitted, Rotary Vacuum Bottle Filler.
I—U. S. Bottlers 22-spout, monel fitted, Rotary Vacuum Bottle Filler.
I—Alsop Portable Bottle Filler, 3-spout handle, pump and motor.
I—Lilliput Label Gummer, motor driven.
5-Ermold and World semi-automatic Labelers.
I—American automatic Powder Filler and Weigher.
I—American automatic Powder Filler and Weigher.
I—American automatic Powder Filler and Carton Sealer.
I—200 gal. Pfaudler Jacketed closed Glass Lined Kettle.
Dry Powder Mixers, several with sifters, lab. size to 4000 lb.
Tablet Machines—I—Colton No. 5, 2½"; I—Colton 28, ½"; I—Multord, I¼"; 2—Colton No. 27 Rotary, ½"; I—Stokes Dreit No. 37 Rotary, ½"; I—Stokes Lureka hand, ½"; I—Stokes O, ½".
I—Colton Dry and Wet Granulators.
I—Colton 2B Gelatin Coating Machine.
4—Colton Dry and Wet Granulators.
I—Karl Kiefer I8-spout Rotary Vacuum Bottle Filling Machine.
Brand new.
I—World Automatic straight line Duplex Labeler.

MISCELLANEOUS—Kettles. Drug Mills. Ointment Mills. Pulverizers.

MISCELLANEOUS—Kettles, Drug Mills, Ointment Mills, Pulverizers, Grinders, Siffers, Screens, Colloid Mills, Filters, Filter Presses, Coating Pans, Tanks, Stills, Agitators, Pumps, Boilers, Pill Mass Mirers, Pot Mills, etc. Send for complete bulletin.

WHAT HAVE YOU FOR SALE?

SEND US A LIST.

Consolidated Products Company, Inc.

14-15 Park Row



New York, N. Y.

Warehouse and Shops: 335 Doremus Avenue, Newark, N. J.

CLASSIFIED ADVERTISEMENTS

The rates for advertisements in this section are as follows: Business Opportunities, \$1.00 per line per insertion; Situ-ations Wanted and Help Wanted, 50c per line per insertion. Please send check with copy. Address all communications to Please send check with copy. Address all communications to THE AMERICAN PERFUMER, 9 East 38th St., New York

SITUATIONS WANTED

EXPERT in the manufacture of synthetic Perfume, Oil and Flavoring extracts. Natural and Artificial, also Aromes. Can match products. May help to increase sales. Address S. W., Box 2276, The American Perfumer.

A FRENCH PERFUMER of 27 years practical experience seeks a connection in North or South America. He is 45 years old and is thoroughly familiar with the manufacture of fine perfumes, toilet waters, rouge, lipstick, cosmetics, powders and all other beauty products. Would be extremely valuable to a house in these lines both from a technical and a practical manufacturing standpoint. He has been associated with one of the most famous French houses. Address G. Bouillon, 97 rue de Charonne, Paris 11, France.

HELP WANTED

SALES REPRESENTATIVES WANTED to carry complete line of colors as side line suitable for the perfumery, cosmetic and soap-maker trade, also full line of certified food colors. Address Box 2278, The American Perfumer.

SALESMAN for a prominent line of Shampoo, Base and Shaving Cream in bulk. Address H. W. No. 2166, The American Perfumer.

RESIDENT SALESMEN—Well-known concern, preparing national campaign, want men of experience selling beauty salons, specialty and department stores in various counties and cities. Car necessary, must be bondable. Salary and commission. State territory, experience and details. Address H. W., Box 2277. The American Perfumer.



COLLAPSIBLE TUBES . SHEET METAL GOODS CORK TOPS . SPRINKLER TOPS . DOSE CAPS

NEW BRUNSWICK, NEW JERSEY

FOR THE BEST

- C O N S U L T

PERFUME AND ALLIED INDUSTRIES

BOOK DEPT.

THE AMERICAN PERFUMER 9 EAST 38th STREET • NEW YORK (Continued from page 41)

ficient to point out that not one enzyme, emulsin, but a number of enzymes, such as amygdalase, prunase, etc., are involved. As all of these enzymes are destroyed by heat, the breaking down of amygdalin due to enzyme action ceases as soon as the mixture is distilled. The actual production of the oil of bitter almonds, according to the explanation given above, consists of the following steps:

(1) The fatty oil, (fixed oil which is mainly glyceryl oleate) is first expressed from the fruit (almond kernels). (2) The residual matter, which is called "pressed cake," is then mixed with twice its weight of water and this mixture is allowed to stand for about twenty-four hours at room temperature. The enzyme, emulsin, which is present in the almond kernels, acts on the amygdalin during this time. (3) The mass is then steam-distilled.

As oil of bitter almonds is comparatively soluble in water, one volume of the oil dissolving in 300 volumes of water, it is necessary to redistill the aqueous distillate in order to separate the portion of the oil which is in solution, as otherwise this would result in a lower vield of the oil. The oil which is distilled over consists mainly of benzaldehyde and some hydrocyanic acid or prussic acid, as it is more commonly known. When this oil is kept for a few days, the benzaldehyde and the prussic acid combine chemically. The original combination of benzaldehyde and prussic acid is in conjunction with glucose to form amygdalin but in this case no glucose is present and the product now resulting is an "addition-product" of benzaldehyde and prussic acid and is known as benzaldehyde-cyanhydrin. Its formation is represented by the following chemical equation:

CoHoCHO + HCN - CoHoCH(OH)CN

The crude oil of bitter almonds, the preparation of which has just been described, is sometimes spoken of as "poisonous oil of bitter almonds," as it contains 6% to 7% hydrocyanic acid. This acid is generally removed by mixing the oil with ferrous sulfate and milk of lime. The hydrocyanic acid reacts with these chemicals to form calcium ferrocyanide. The oil thus purified is

known as oil of bitter almond, F.F.-P.A., (free from free prussic acid) or Oleum Amygdalae S.A.P. (sine acido prussico). It has the physical constants, given in the table below together with the physical constants of a sample of the poisonous oil, to show that there is little difference between the two types of oil insofar as physical constants are concerned.

When freshly distilled, the oil is soluble in two and one-half volumes of 60% alcohol, but on standing, the solubility decreases. Unlike most essential oils, oil of bitter almond is heavier than water.

The so-called 'ferrocyanide test' is generally used to determine the presence of hydrocyanic acid in oil of bitter almond. About one cubic centimeter of the oil is dissolved in a few cubic centimeters of alcohol and a few drops of ferrous sulfate and of ferric chloride are added, in water solution. The mixture is then made slightly alkaline and the precipitate (Continued on page 92)

PAYAN & BERTRAND S. A.

GRASSE • FRANCE (ESTABLISHED 1854)

LAVENDERS

30/32 Natural Esters 40/42 " " 50/52 " "

(CULTIVATED) (BARREME)

DIOIS

(Specially for Toilet Waters and Extracts)

CLARY SAGE (Own distillation)

GERANIUM \

GRASSE AFRICAN BOURBON

OIL OF FLOUVE

a new and very interesting Essential Oil

Exclusive Agents for the United States and Canada:

GERARD J. DANCO, INC.

333 Sixth Avenue, New York, N. Y. -:- CHelsea 2-7696-7697

(Continued from page 91) formed is dissolved by the addition of dilute hydrochloric acid. If a blue coloration (Prussian Blue) is formed, hydrocyanic acid is present. This test will detect about two-hundredths of one milligram of hydrocyanic acid in 10 cc. of the oil, which means about two parts of the acid in one million parts of oil. This is one of the most sensitive tests in the ordinary procedures of qualitative analysis vet there is even a more delicate test for the presence of hydrocvanic acid, not any more troublesome to carry out. By means of the 'copper-benzidine test' it becomes possible to detect the presence of about one part of hydrocyanic acid in one million parts of the oil. The chemical reagent for this test is prepared immediately before use by mixing aqueous solutions of copper acetate and benzidine acetate. A blue coloration is produced when some of this mixture is added to oil of bitter almonds containing hydrocyanic

As benzaldehyde rapidly oxidizes to benzoic acid on exposure to air, this aldehyde as well as the oil, which is mainly benzaldehyde, should be stored in bottles filled to the top and provided with efficient stoppers. Crystals formed on the walls of a bottle show that considerable oxidation has taken place. Any sample containing over 1% of the acid, as determined by titration, may be considered as old or improperly stored.

Although oil of bitter almond consists almost entirely of benzaldehyde and is sold at a higher price than the synthetic benzaldehyde, it is invariably preferred by manufacturers of the best flavoring and perfumery materials. The natural oil has a superior flavor and aroma owing to the small amount of other constituents present which exert a decided effect in dilute solution. In the undiluted oil this difference is not so apparent. often even to the expert, because the character of benzaldehyde predominates in either case. This explains why in examining samples of oil of bitter almonds as well as samples of many other oils, judgment is better passed on samples which have been diluted to a given concentration.

Uses of The Oil

Oil of bitter almond

is used in such synthetic essences as apricot, cherry and peach. In perfumery, in addition to the well-known almond odor so popular in soaps and in lotions, and to which oil of bitter almond contributes so much, this oil is invaluable for giving that "nutlike" aroma to fine perfume compositions for creams and other cosmetics. In almond soap perfumes the use of this oil with small amounts of geranium, heliotropin and the synthetic musks gives very interesting results in the hands of the skilled blender. Care of course must be taken to avoid the use of substances which oxidize readily, as these ingredients may in turn accelerate the oxidation of the benzaldehyde in the bitter almond oil. A touch of this oil gives fine results in connection with lily and heliotrope compositions which in this way may take on the "nutlike" character that sets them off from the commonplace compounds of this type. It is not sufficient, however, to merely add some bitter almond oil to a good lily or heliotrope composition in order to improve it. Considerable experimentation is required to obtain the proper balance in the final odor.



U.S.P. POWDERED CASTILE SOAP

POWDERED NEUTRAL SOAP

SHAMPOOS (Liquid Only)
COCONUT . OLIVE OIL . CASTILE

Specially prepared for repackaging

CLARITY ASSURED

Send for price list and samples

KRANICH SOAP COMPANY, INC

54-60 RICHARDS STREET

BROOKLYN, NEW YORK



Falba ABSORPTION BASE

- Oxycholesterin in commercially available form.
- Produces water in oil emulsion.
- Penetrates the skin.

Write for new FALBA booklet just off the press giving valuable technical data and formula bints.

Pfaltz & Bauer, Inc.

Perfume Oil Department

WE

Furnish Complete Packages

for LIQUID NAIL POLISH, MASCARA SOLUTION, etc.

REPRESENTATIVES IN OTHER PRINCIPAL CITIES









No. 11

No. 2

Exclusive designs . . . finest quality crystal clear glass bottles . . . finest make bakelite caps (with correct liner and finest quality camel hair brush or metal shank brush) . . . only three of many package items illustrated.

GLASS PRODUCTS CO.

G L A S S W A R E VINELAND, NEW JERSEY

New York: L. A. Barber, 1123 Broadway St. Louis, Mo.: Woodson Barnhart, 200 So. Commercial St. Atlanta, Ga.: Warren M. Curry, 2895 Peachtree St. Manufacturers of

COSMETIC COLORS

of UNQUESTIONED SUITABILITY

for

LIPSTICKS ROUGES COMPACTS FACE POWDERS LIP POMADES EYE SHADOWS

Our Cosmetic Research Laboratory Is Well Equipped To Cope With Your Color Problems.

Originators of Fine Cosmetic Colors



General Offices, Works, and Laboratories

ROSEBANK, STATEN ISLAND, NEW YORK, N. Y.
Boston, Chiçaro, Los Angeles, Cleveland, Detroit, San Francisco,
Richmond, Toronto Can

INDEX TO ADVERTISERS

Abonita Co., Inc. Allen & Sons, Ltd., Stafford, Inside Back Co Alsop Engineering Corp.	85	Felton Chem. Co., Inc Firmenich & Co., Inc Fischbeck Co., Inc., Chas	23 30 62	Orbis Products Corp	14 17 5
Aluminum Co. of America American Can Co. Front Cover and American Perfumers' Laboratories	28	Franks Chemical Products Co Fritzsche Bros., Inc. Insert Between 8 and	76 9	Parento, Inc., Compagnie Parfumeries de Seillans Insert Between 8 and	19
Inc	64			Parsons, M. W.	84
Ansbacher-Siegel Corp	93	General Drug Co	21	Pavan & Bertrand	91
Atlantic Refining Co	4				-
		Giese & Son, August	88	Pfaltz & Bauer, Inc	93
D		Givaudan-Delawanna Inc.		Pfaltz, Harry E	95
Bagaroff, Velizar	75	Insert Bet. 16 and	17		
Bakelite Corp	-	Glass Products Co	93	District W. C. W. C.	20
Baker & Bro., H. J	4	Goldschmidt Corp., The	79	Ritchie & Co., W. C.	20
Batzouroff & Co	-			Rowell Co., Inc., E. N	67
Belmay, Inc	88				
Bowdlear Co., The W. H	78	Harkness & Cowing Co	4	C 1 0 C W	~=
Brasil Perfumista	80	Hazel-Atlas Glass Co	-	Sanderson & Sons, W	25
Brass Goods Mfg. Co	12	Heine & Co	-	Schimmel & Co., Inc	11
Bridgeport Metal Goods Mfg. Co.,	1.44	Helfrich Laboratories	16	Scovill Manufacturing Co	26
	18	Helfrich Labs—of Canada, Ltd	16	Sherwood Petroleum Co	85
The	-	Helfrich Laboratories of N. Y. Inc.	16	Shipkoff & Co., P. K	77
Brill Equip. Co	82			Sierra Talc Co	4
Bush & Co., Inc., W. J 1 and	75	Horn, John	80	Soap, Perfumery & Cosmetics Société des Chimique Usines Rhône	-
California Fruit Growers Exchange.	8	Interstate Color Co	80	Poulence	-
Camilli, Albert & Lalone	-			Solo Laboratories, Inc	78
Carlova, Inc	85			Solvay Sales Corp	96
Carman, Albert		Kep-Ark, Inc.	-	Stanco Distributors, Inc	-
Carr-Lowrey Glass Co	10	Kimble Glass Co	3	Stilwell & Co., Arthur A	76
Charabot & Co Inside Front Co		Klinker Mfg. Co	72	Swindell Bros., Inc.	15
Chrystal Co., Inc., Charles B	94	Kranich Soap Co	92	Swinden bross, me	10
Classified Advertisements	90				
Clifton Chemical Co., Inc.	88	and the second s		Thurston & Braidich	4
	-	La Parfumerie Moderne	87	Tombarel Frères	4
Colgate-Palmolive-Peet Co	4	Leeben Chemical Co., Inc	78		-
Collapsible Tubes & Containers, Ltd.	85	Leonhard Wax Co., Inc., Theodor	90	Tombarel Products Corp	-
Colton Co., Arthur	75	Les Parfumes de France	-	Turner White Metal Co., Inc	59
Consolidated Fruit Jar Co	90	Lockwood Bracket Co	4		
Consolidated Products Co., Inc	90	Lueders & Co., George	2	II OC III P. C	
Consorzia Provinciale Agrumicultura	82	Edicacis & Co., Ocorge	2	Ungerer & Co., Inside Front Cover	
Continental Can CoInsert Facing	-			and Inside Back Co	
C		Mallinckrodt Chemical Works	-	U. S. Industrial Alcohol Company	73
		Malmstrom & Co., N. I.	70	U. S. Industrial Chemical Co., Inc	73
Danco, Inc., Gerard I	91	Manufacturing Chemist	_		
De Laire, Fabriques	24	Maryland Glass Corp.			
Dodge & Olcott Co 24 and	25		76	Van Amerigen-Haebler, Inc 6 and	7
Dreyer Inc., P. R.	89	Mathieu, Inc., Chas		Van Dyke & Co., Inc.	81
		Merck & Co., Inc.	Married .		
Drury & Co., A. C.	4	Mero, J., and Boyveau	25	Vanillin Fabrik	
Du Pont de Nemours and Company	-	Muhlethaler, Th	14	Verley, Inc., Albert	13
Dupont, Justin	-				
Duval, Compagnie	82	National Collapsible Tube Co Norda Essential Oil & Chemical Co.,	93	White Metal Mfg. Co	69 71
Economic Machinery Co	72	Inc	60	Will & Baumer Candle Co., Inc	-
Ertel Engineering Corp	72	Northwestern Chemical Co., The	74	Wirz, Inc., A. H Outside Back Co	ver



FINEST IMPALPABLE . PROCESSED FACE **POWDERS** FRENCH . ORIENTAL . CANADIAN
IMPORTERS . EXPORTERS . MILL AGENTS

KAOLIN . PRECP. CHALK . ZINC OXIDE MAGNESIA . ZINC STEARATE . CHINA CLAY RICE STARCH . FULLER'S EARTH

DEPENDABLE QUALITIES - PROMPT SHIPMENT

. CHRYSTAL Established over 40 Years В. 00.,

PARK-MURRAY BLDG., NEW YORK, N. Y. JERSEY CITY (Continued from page 48)

ly stable to avoid any separation of the liquid even over long periods of time. The soft, brittle varieties also often contain oleic acid which as we have mentioned, irritates the skin.

Flowing, viscous petrolatum (natural) as well as liquid petrolatum (mineral oil and paraffin oil) both are used on a large scale in the preparation of face creams. Preference is always given to white, completely inodorous and non-fluorescent petrolatum. Petrolatum, in spite of the contrary opinion of certain authorities of the old school, is a very valuable fatty cosmetic ingredient, provided it is well purified, pure white and entirely free from acids and odor (inferior grades have the odor of gasoline).

It is true that absorption of petrolatum in its native state is practically nil but it has a superficial action peculiar to itself which makes it very valuable. This special action, which does not at all interfere with the absorbability of other facts used with it, seems to improve the cosmetic effect of the mixtures. Besides, the addition of very small quantities of anhydrous lanolin (15%) beeswax (5% to 10%) olive oil (10% to 15%), or cetyl alcohol (5% to 10%) seems to give petrolatum a certain degree of superficial absorbability, especially in the form of emulsified petrolatum in the presence of an intimately connected aqueous vehicle, for these additions of anhydrous lanolin or cetyl alcohol give the petrolatum an affinity for water, thus making it readily emulsifyable in a mechanical sense.

By superficial absorbability, we mean a penetration of the particles of the petrolatum into the epidermis where they have a purely mechanical emollient action. In any event, it is certain that if petrolatum could penetrate to the sub-cutaneous tissues, its presence there would not be of any value, for since it is an oil of mineral origin, it has nothing in common with the sebaceous materials of the human skin. Hence it could not be assimilated as are the fats of vegetable and animal origin and the waxes.

The action of petrolatum then is essentially on the epidermis and superficial, and its effect in this way is quite strongly protective and curative (erythemas, solar eczema, chapping of the lips and hands, burns, etc.).

Associated with other fats, petrolatum often exerts a very useful complementary action in the complex fatty mixture and contributes greatly to the complex cosmetic effect of the cream.

"Artificial petrolatum" (paraffin pomade)

This product, which is well known in pharmacy, is prepared by the classical method of the pharmacopoeia as follows: Dissolve 20 grams of white ceresin in 80 grams of white liquid petrolatum while warm. When it is dissolved allow to cool. This makes a very soft product. It is better to use 30 grams of ceresin and 70 grams of petrolatum. Here are two modified formulae of this type which give much better "artificial petrolatums."

			,										
White	wax									e			grams
White	ceresin			×				×				27	- 11
Liquid	petrolatum.					,						70	14
			1	1									
White	ceresin											40	grams
Liquid	petrolatum	١										50	
Anhydi	rous lanolin.										×	10	11
	(To Be	2 (C	0	nt	i	nı	te	20	l)		



EVERY WOMAN'S
FAVORITE

Bath crystals made with SOLVAY SNOW-FLAKE as a base are every woman's favorite. Naturally enough . . .

Sparklingly attractive to begin with, the appearance of Snowflake is enhanced by tinting.

Snowflake is stable, keeps its beauty indefinitely.

Snowflake dissolves swiftly in water.

Snowflake makes water delectably soft and luxurious, makes soap lather more richly.

Snowflake soothes, refreshes the skin.

SOLVAY SNOWFLAKE is the ideal bath crystal base . . . uniform, free-flowing, readily tinted . . . the perfect agent for exquisite color and elegant fragrance. And it is moderate in price!

Write today to Department B-4 for all the pleasing details.

Solva y

SNOWFLAKE CRYSTALS

SOLVAY SALES CORPORATION

Alkalies and Chemical Products Manufactured by The Solvay Process Company

40 RECTOR STREET

NEW YORK

CLASSIFIED ADVERTISEMENTS-PAGE 90

TABLE OF CONTENTS-PAGE 27

INDEX TO ADVERTISERS—PAGE 94

The American Perfumer

96

